

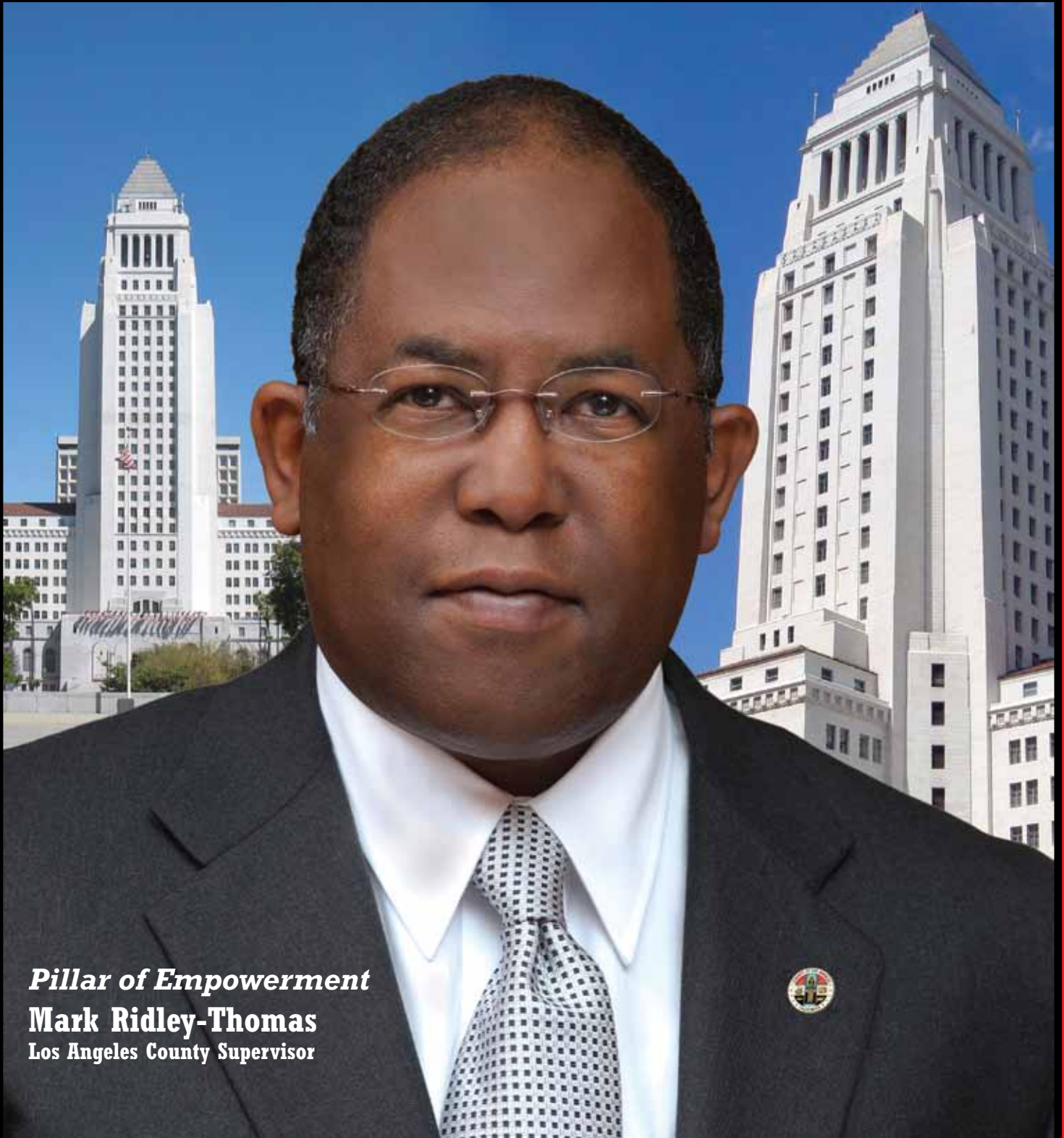
COMPANY STAR EMPLOYEE ISSUE

LOVICK

Vol. 16 Issue 2

DIVERSITY CAREER JOURNAL

Summer 2011



Pillar of Empowerment

Mark Ridley-Thomas

Los Angeles County Supervisor

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Social Media Can be an 'End-All' If Used Unwisely

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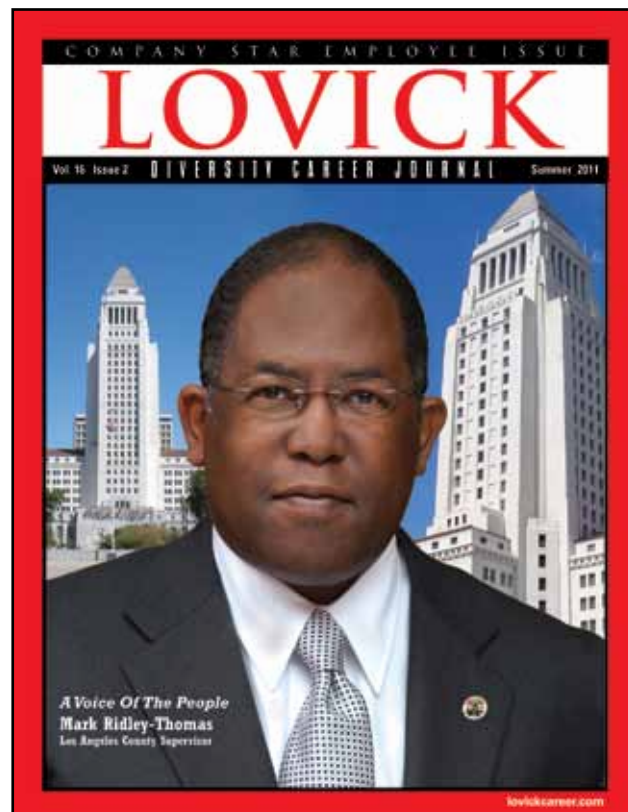
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Publisher's Page

How Social Media can lose that job! **Social Media Can be an 'End-All'** **If Used Unwisely**



Many people believe the advent of social media like Facebook may be the single-most important break-through, thus far, in the new century. As a new medium that has spawned successive billionaires and literally connected the global community in an unprecedented way, the label "most important break-through" may not be so far-fetched.

But with such a powerful medium comes hidden dangers. In the search for a new career or job, social media, such as Facebook, are powerful tools that can help or hinder a job seeker. It is all about being appropriate. If you are going to employ social media as a tool to aid your job or career search, leverage your network as you search for your next position. Let people know what you are looking for and ask them for an introduction to anyone who is working at your target company. Use social media to find key people to connect with in the industry or company you are considering.

You may also need to do some sanitizing on your personal social media pages. Make sure your social media profiles are not offensive or distracting from the image you are trying to portray. Never include images from your college drinking days with your buddies at your favorite bar, or explicit scenes from your

party animal days. These will not endear a prospective employer to you --- instead, they will be huge turn-offs.

Choose your words wisely. Offensive language or obscenities should never be used. Decency is in order here. If you wouldn't want your parents, grandparents, priest or pastor reading it, remove it. This rule is not limited to what you post, but also to what your friends and colleagues are posting. If someone comments on your photo, and you think it may be inappropriate for a professional audience, delete the photo or comment if you can.

Avoid comments about controversial issues such as religion, politics and other hot topics. Regardless of how passionate you are about a topic, be leery of voicing your opinion in a public arena.

Lastly, perform a search on yourself online — you may be surprised at what surfaces. You don't want to be disqualified from a potential opportunity because your social media persona casts you in an unflattering light.

Calvin

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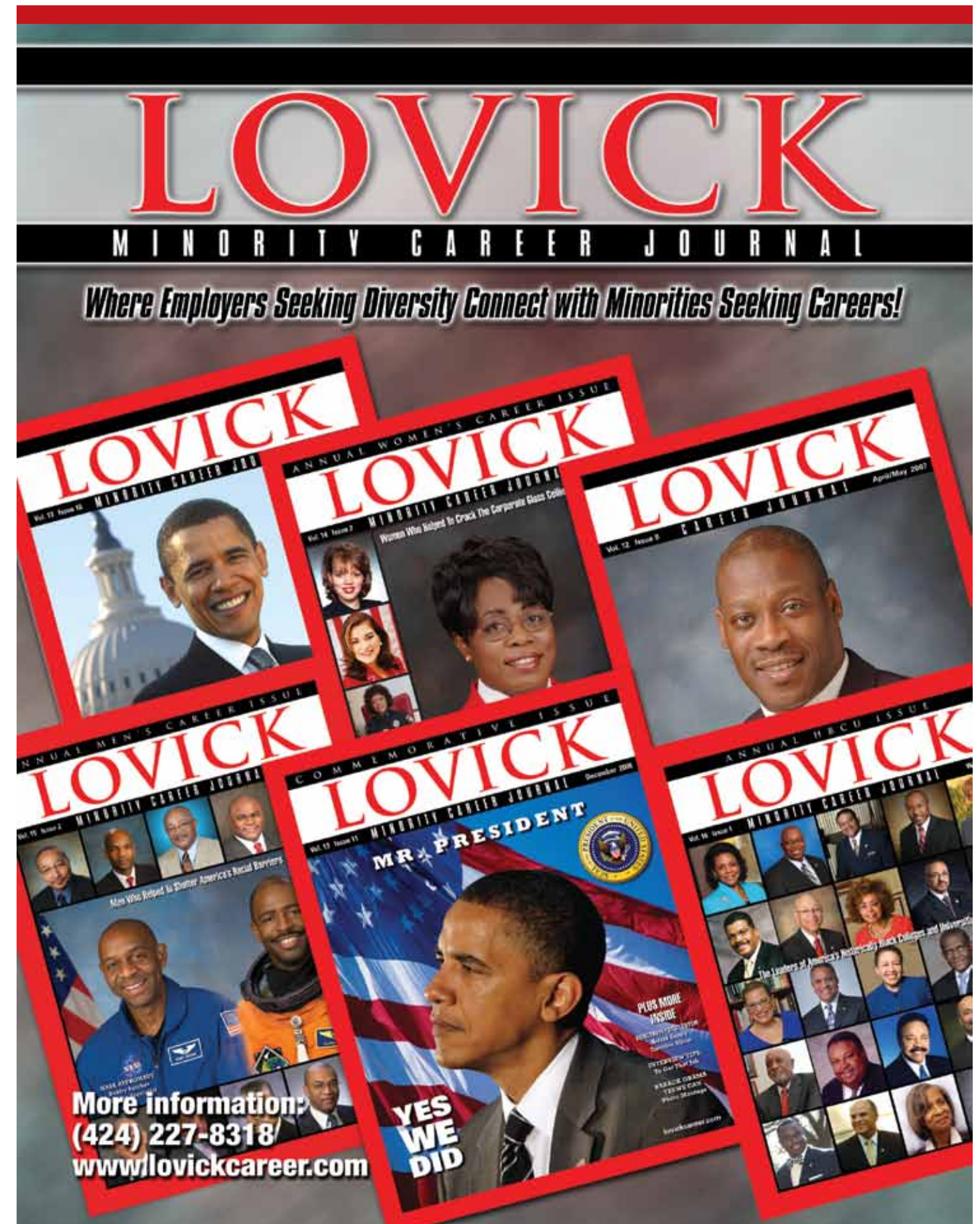
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Lovick Career Journal (LCJ) is a quarterly publication designed to give unique access to the professional job seeker and those who wish to explore current and available employment opportunities in these high-leveled positions that are often missed in other advertising circulars. This bi-monthly publication of 50,000 is uniquely targeted to increase awareness to diversity concerns and exposing opportunities to the best qualified. Its distribution to colleges, universities, employment office centers and other pertinent demographics, maximizes our ability to reach the right individual.





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Making It...

EDISON INTERNATIONAL ELECTS

JANET CLAYTON

as Sr. Vice President of Corporate Communications

ROSEMead, Calif., March 31, 2011 – The board of directors of Edison International (NYSE:EIX) has elected Janet Clayton to the position of senior vice president, Corporate Communications, effective April 4. In her role, Clayton will lead the corporate communications function across Edison International, including internal and external communications, corporate and brand positioning, and community relations and philanthropic programs.

“Janet brings a deep and highly regarded knowledge of media, philanthropy and community engagement,” said Ted Craver, chairman and chief executive officer of Edison International.

Clayton comes to Edison International from ThinkCure, the official charity of the Los Angeles Dodgers, an organization that she has been leading for the past three years. ThinkCure is an innovative, community-based nonprofit that raises funds for cancer research.

Prior to joining ThinkCure, Clayton had a distinguished career at the Los Angeles Times as a key member of the newspaper’s leadership team. She held numerous positions there including editor of the editorial pages where she determined the Times’ official opinions, and California section editor where she ran the largest news staff at the newspaper.

Clayton has received many accolades for excellence in her profession, including recognition as the editor of two Pulitzer Prize-winning series. She holds a bachelor’s degree in journalism from the University of Southern California ■



Editor's Page *Angela M. Cranon*

Degree, No Degree – Job, No Job? Does it make a difference?

Isn't it interesting how cuts are being made in education and employment -- two of the most important elements to sustaining a certain livelihood -- like food on the table?

It is mind boggling to see both decrease at the same time, and yet, the question still remains can you have one without the other? This brings me to my key point. Is a college degree necessary to get a job?

Based on the Department of Education's report on the Projections of Education Statistics to 2019, seeking a degree is on the rise, but is expected to fall by 2019. According to this document, "The projection of enrollment levels is related to college-age population, disposable income and the unemployment rate." What a combination.

However, some of the most important factors to determine this, which were not included in the study, were "cost of a college education, the economic value of an education, and the impact of distance learning due to technological changes".

While the number of students seeking a college degree rose from 1994 to 2008 by 34 percent, the projected increase from 2008 to 2019 is an estimated 17 percent, half the percent from years earlier.

Based on statistics gathered from the Bureau of Labor Statistics Data, the unemployment rate at the end of 1994 was 5.5 percent and in 2008, 7.7 percent. Today the unemployment rate is 9.9 percent. Here's where the drop of a college education begins. But why?

Statistics may indicate that less people will pursue a college degree

based on the correlation of the increase of the unemployment rate. However, what needs to be seriously considered is whether or not employers will take this into consideration and therefore, hire those without a degree?

Not likely.

Therefore getting a college degree is important with or without an elevated unemployment rate, particularly because jobs being created today center around technology and business. These are learned trades, and therefore, employers will be looking for skilled employees. Even if you were born with the talent of being technologically savvy, you will still not be able to get into the door without a degree. You must have that piece of paper.

Inhale all of these statistics because while these projections are real, so is the fact that employers will be very selective as the hiring market opens. It is difficult to go to school when finances are to a minimal, but there are a variety of grants, work study programs, and avenues to pursue to finance college and to look for employment.

In addition, with the rise of online learning, classes can be taken at the convenience of a student. By day look for a job, by night, study. Do not say it can't be done because you need food on the table. No matter how you look at the situation, your circumstances, and the overall economy, getting a job that will provide the necessities of living for the future will and does require getting a degree or trade certification.

With all of this considered, should race be factored into the equation. It can, but why? What matters is which



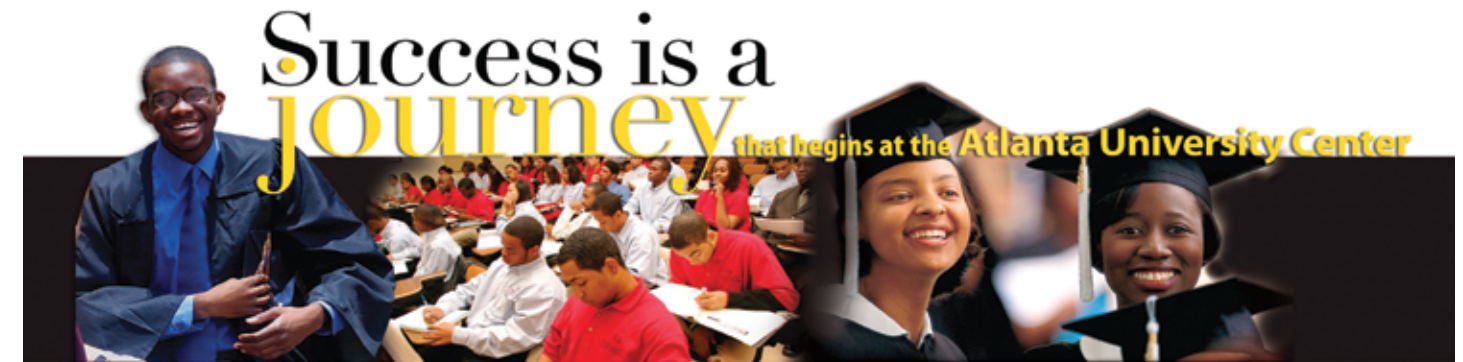
race is taking advantage of their unemployment circumstance or uneducated status to become more marketable, even with budget cuts.

No excuse will outweigh the requirements needed to get a job. So today, take this step to become more educated and to become more employable.

According to the National Center for Education Statistics, some of the more popular bachelor degrees include business, social sciences, history, health sciences, and education. At the master's level, students are seeking degrees in education and business. Doctorate degrees were conferred in the fields of health professions and related clinical sciences, education, engineering, biological and biomedical sciences, psychology and physical sciences.

As a professor of 11 years and an online instructor for the past three years, personal observation has led me to share this information with you.

Now go and....Make it a great day!



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Commentary Page

By Luis Gonzales

Think twice before recommending a friend

So, you want to refer a friend? Even though it seems like a small favor in a tough job market, it's important to move carefully before recommending a friend to someone in your professional network.

Referring a friend to a former colleague or someone in your network is simple for most people, but if your friend is less than stellar at the job, it can backfire on your own career. Because you know your friends from a mostly social perspective, vouching for them on the job may affect your credibility.

Consider the following:

Referring someone whom you've met just a few times or haven't been in contact with in years could be risky. Before you press "send" and pass on their résumé, evaluate what you know about the person and how they act in the workplace. Do you know the person well enough to recommend them?

Find out as much as you can about your friend's employment history before sending out a recommendation. Think about it objectively before making a decision. Don't refer the friend if your friend's general employment history is spotty for reasons you know to be negative. Should your friend get a negative reputation on the job, it could put you in an uncomfortable position.

Even if you just casually want to put your friend in touch with a current or former boss, this could result in the company asking for a formal referral. Consider whether you'd want that employer to contact you concerning your friend.

It's easy to empathize with a job seeker, but formally vouching for his skills on the job is a more serious decision.

Sometimes there are other more personal reasons for asking that your name not be mentioned. Your own reputation at the company or with a former boss can influence how your recommendation is perceived. Your friend may be better off pursuing the job on his or her own. So even if you're totally positive about your friend, recommending him or her may still not be your best bet.



Before making a recommendation, think what your working relationship would be like down the road. Before passing on his résumé, think carefully about how it could affect your career. ■

Momentum

A man in a dark suit and tie is skateboarding down a concrete ramp. He is in a crouched position, looking forward with determination. The background shows a modern building with large windows and a metal railing.

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Workplace Drama...Stay away!

By Angela M. Cranon, M.A.

You've heard the phrase "Drama Momma"! On the job, it means conflict so stay away!

Not so fast gentlemen, this means you too.

There is nothing worse than getting caught up in workplace drama. If you want to keep a clean image and a professional reputation stay as far away as you can from people who enjoy drama on the job. Conflict, jealousy, and gossip equal disaster.

Many who engage in such acts are generally bored with life, envious, or out to sabotage someone's reputation. They are generally unhappy or hostile individuals out to make everyone else's life miserable. If you find yourself caught up in this drama, you will also find yourself in the same pitiful position, and maybe even out of a job.

Just remember, there is no positive outcome in office drama so run! Competition is healthy in the workplace, but drama is not.

Do not taint your image by getting involved or even hanging out with a drama king or queen. This may be difficult, especially if you are the target. See the circumstance for what it is and stay professional. It can sneak up on you so be aware of who enjoys stirring up trouble, and then sitting back and watching the show. It is really not difficult to identify this person; he/she usually has established a reputation. However, be careful how you handle

the workplace drama or you may find yourself as an outcast by default.

Here are ways to avoid it and keep your status intact and reputation clean.

- When you find yourself engaged in a conversation with the drama king or queen, make the conversation general. Never focus on an individual or feed the negative tone.

- When the conversation begins to

- If you are being harassed via email by the person that wants to create drama in the workplace, be sure to save the emails written to you and if you must respond, be brief and to the point. For example you can state that you would love to talk, but you are working on a project. Or, state that you would prefer that management handle the issue. Or, mention that using company time to email non related work would not be beneficial to either of you. Sometimes avoiding the emails will not work, which could cause conflict and tension among you and that person, which could create drama in the workplace. So address the issue professionally, but keep the emails in case you are ever accused of stirring up conflict.

- With this said, it is important not to, however, encourage the person to talk to you about any office drama. Just let them know that you come to work to work and not to get involved in any office politics. Be polite and smile as you say it.

- When you see a circle of people, go the other way. Do not get trapped into joining the circle, which looks like a witch hunt. Instead, if invited, mention that you must get back to work and you'll talk with them later. Remember it is not enough just to avoid the trouble-maker, but you must stay friendly and keep your distance.

- Stay stern and confident. Never let them see you sweat. Avoid a situation that has a potentially negative outcome. You are not being wimpy,

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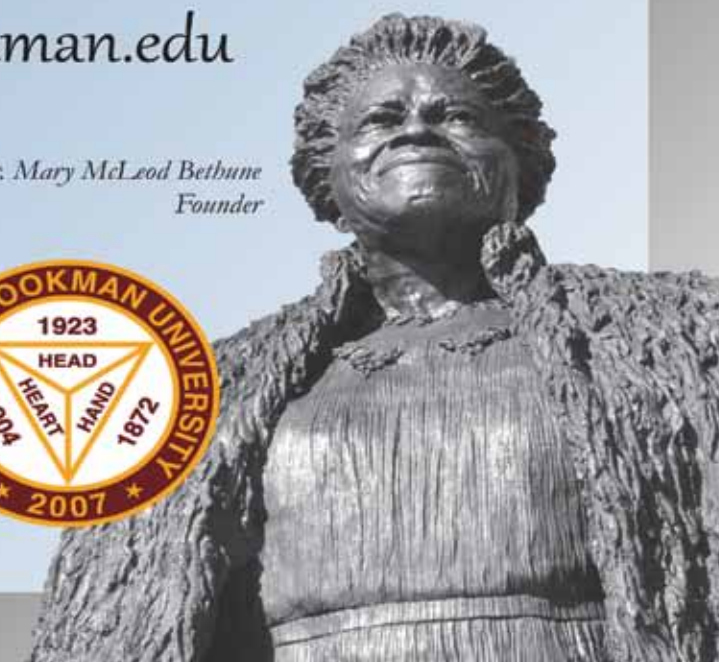
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Secrets of Following-Up After the Interview

By Amy Sawyer

You should have a closing statement prepared for when the interview is over. It should be a brief statement that summarizes your experience and strengths as they relate to the requirements for the job. This is the time to sell yourself.

Don't ask for the job in your closing statement, especially if this is your first interview. There is no way they know if there are going to hire you after meeting you for the first time. If they want you to have the job, then they will ask you. If after a second or third interview, it may be appropriate to ask for the job, but every interview and employer is different.

The best way to finish an interview is by showing a positive attitude that is complemented by poise and confidence. Your exit is as important as your entry. You want to leave the interviewer with a good and lasting image of you because the last picture in your interviewers mind is how you will be remembered. Your interviewer will take notice of your body language as you get up and walk out of the room. Hold your head up high and walk out of the room with confidence, like you were just offered the job.

Remember, these are closing statements. Don't ask questions here.

"Thank you for taking the time to meet with me today. This sounds like an exciting opportunity and is exactly what I am looking for. I believe that my work experience with Hewlett-Packard and my unique blend of technical problem solving and people skills makes me a good candidate for this position. I'm looking forward to the next step in your selection process."

"I appreciate you taking the time to meet with me today. I believe that I have all the skills and experience you are looking for in this position and that I would be able to make a valuable contribution to your company. I already know a great deal about your products and will require little to no training and believe that I will be almost immediately productive. I'm looking forward to hearing from you."

"I enjoyed meeting with you today. We covered a lot of ground this morning. I strongly believe that I can be a valuable asset to your company. I'm already an expert at selling and supporting your products through our reseller channels and having done so will allow me to hit the ground running in this position with little to no training. I hope to hear from you soon."

"I appreciate you taking the time to meet with me today. I believe that I am well qualified for this position as my current job responsibilities are very similar to this position. I'm confident that I can jump in and hit the ground running. I think I bring a vast amount of experience and skills to the table and that I would be a valuable asset to your company. Thank you – and I look forward to hearing from you soon."

Interview Follow-Up

There are several ways to follow-up after the interview. Make sure you don't follow-up with your interviewer in the same day unless you want to drop them a thank you email. Your best bet is to ask the interviewer when they plan to make a decision or conduct second interviews. Armed with this knowledge will help you follow-up at an appropriate time. For example, if the interviewer says she will be conducting interviews for the next two weeks and you follow-up in the next two days, all you're doing is demonstrating your lack of comprehension. Time your follow-up appropriately to the interviewer's schedule.

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PRUDENTIAL FINANCIAL GALE BRITTON

Vice President, Recruiting and Selection, Agency Distribution

By Diane Westmoreland, MSW

Gale Britton, a remarkable woman with an equally remarkable career. From the moment she first spoke she exuded confidence, intellect, wisdom and finesse. Gale was born in New York City to Ernest and Alease Britton. She is from a small traditional intact family with one older sister, Joyce. That is pretty rare since both parents were from large families; her father was one of twelve and her mother one of sixteen. Needless to say she had a large supportive extended family. Her parents moved to New York from rural Virginia which is where Gale spent many enjoyable summers. Though her parents had no formal education they instilled the value of education in their young daughters and insisted that they attend college.

As a young girl, some of her mentors were aunts, cousins and teachers. A favorite mentor, "Cousin Laverne" lived in New Haven, Connecticut. She was a very independent woman, a guidance counselor in the New Haven school system. She visited Gale's family frequently and toured the city with Gale. She still remembers her fondly as a great role model. She learned different attributes from her mentors such as how to carry herself in all situations and the development of senior management skills.



Following high school Gale, after initially attending CUNY in New York, entered and graduated from the State University (SUNY) of New York at Buffalo. After graduation, Gale obtained a position at Bloomingdale's where she honed her skills for six and a half years. Soon Bloomingdale's competition, Macy's, wooed her and she obtained another excellent career opportunity. Amazingly, she was in her mid-twenties. She excelled in management and leadership skills.

Gale joined Prudential in 1998 when they were undergoing a good deal of change in their Human Resources Department. A good friend of Gale's worked in Prudential's Legal Department and referred Gale to this career opportunity. The two friends worked together at both Bloomingdale's and Macy's.

She attributes her success to the Golden Rule. Before she makes decisions she asks herself questions such as, "how do I bring employees aboard and also is this something if asked, I would do? How would I want to be asked? How would I want to be managed? Am I managing as I want to be managed?" She places a great deal of emphasis on listening to her employees and making sure that their input is validated. This method has served her well.

Additionally, Gale asserts that one must always be prepared to work hard and then subsequently learn to work smart. She stresses the importance of being resilient, adaptive and flexible. She advises that in the workplace, make sure that you perform well, that someone notices your value, and self-promote when appropriate. She warns that in life and business, success will not happen as quickly as a keystroke. She notes that younger generations sometimes lack

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**TALENT HAS NO GENDER.
CURIOSITY HAS NO AGE.
EXPERTISE HAS NO ETHNICITY.**

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Closing the Interview

By Angela M. Cranon, M.A. – Editor-in-Chief

Just as the sweaty palms have started to cool; the butterflies in the tummy have flown away; and the nervousness in your throat has calmed, it all returns right before you give that final handshake and say your goodbyes to the person that holds the key to your future. Everything you felt at the beginning of the interview returns. Why does this happen? Because you do not know what to say at the closing of the interview! Therefore, you are not confident that you landed that job.

Echoed at 98 percent of interviews, the famous final words – “Well is there anything you’d like to add?” The answer should never be NO! You should always have something to say at the end of an interview. If you do not, then your interviewer thinks you did not listen to anything that was said. Why? Because most interviews have a built in follow-up question, usually several, that you, as the interviewee are expected to ask somewhere within the interview. Nodding your head and showing off that big pretty smile are just not enough signals to get the job, even if you are qualified.

Employers want to know that you are a good listener, curious, and a thinker. Remember, these follow up questions are built in and need some sort of response from the interviewee.

What To Do?

Show (not literally) the employer you came with your own list of questions to learn more about the company that of course, could not be answered on their website or in literature, which



If the conversation gets relaxed and has turned to personal interests, and you have something in common, make it known. However, do not get too relaxed and avoid diving too deeply into the interviewer’s personal life.

To get prepared with follow-up questions take notes as the interviewer is talking. They like to see that you are taking an interest and making note of important elements about the job. Do not, however, enter into an interview and ask for a piece of paper and a pen to write with. You might as well turn around and go to the closest burger joint and indulge in your sad food because you would have lost that job before you uttered your first words.

Moving right along, be ready to ask follow-up questions when appropriate. You do not have to wait until the end of the interview. You should ask the follow-up question while on the topic. However, if you cannot appropriately interject your own thoughts into the conversation, just wait patiently, listen well, and then when the interviewer asks that famous question, say yes, I have a few follow-up questions.

Warning:

Warning I: Be sure to make it known that you have follow up questions. Try not to wait until the interviewer says “Well, if you don’t have anything else, that should be all for today. Thanks for

you should have already read.

Another strategy is to ask questions about how the job was handled by the last employee? What was most significant to the company? What needs to be changed or done that would greatly benefit the company?

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Corporate VP says...

Career at Toyota Has Been a 'Good Fit'

By Jarrette Fellows, Jr.

James Colon will be the first to admit that his ascent up the corporate ladder at Toyota Motor Sales USA, Inc. over the past 31 years has not been easy. Hard work, determination and passion for his chosen career path have been the markers for success. But before the opportunity presented itself at Toyota, one of the world's leading automakers, Colon, a Toyota vice president for product communications, said a good education was the first step. He graduated from Manchester College in North Manchester, Ind., in 1974 with a degree in economics and business.

"When young people ask Colon for career direction and the prospects of working for a company like Toyota, he encourages them to pursue a good education. "That's the first step in preparation," he said.. "Then, I encourage career prospects to try to find their passion because a business career is going to be a long haul, not a sprint. I tell them they're going to have to be patient because careers take time to develop. Patience and perseverance are keys to success. Everything will not go right in business every day."

As for seniors in college on the verge of graduation, Colon encourages them to get some "real world" business experience.

"Figure out how to get that experience, making contacts; reach out to

professionals in business. If it's the auto business, talk to people in the industry, learn how they do what they do. You will learn so much," he said.

Colon began his career at Toyota



as many had before him---as an entry-level management trainee in Toyota's sales training program.

"That's where I initially applied for a position," he said. "I had to find where I fit in the company, what I was passionate about. I was impressed by the company growth plans, and the opportunity at Toyota at the time just looked

liked a really good fit for me." The well-oiled phrase, "preparation meets opportunity", also rang true for Colon. As a college business major, the courses he took in sales and marketing techniques and sales approaches, provided a solid foundation for a sales career.

Colon's childhood experience in the blue collar, working class town of Gary, Ind., growing up in the midst of steel mills, and automobiles at his father's auto repair hub also helped shape his career move to Toyota. Being around cars for most of his formative years, in hindsight, he recalled, served only to strengthen his ambition years later when opportunity presented itself at Toyota.

Colon, who was born in Chicago, but grew up in Gary, a place where he said men would get up in the morning and go to work to take care of their families, helped infuse in him a strong work ethic to provide for his wife of 16 years, Ladora, and two sons --- Tyler and Miles, 15 and 14 respectively. "The experience in Gary made me who I am today," he said.

Early Years at Toyota

In the 1970s, African American employees at Toyota were far and few between. Black corporate officers then, were almost nil. But as the first faint calls for employment diversity in America began to ring forth, the hiring picture at Toyota and other corpora-

continued on page 46

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SAINT AUGUSTINE'S COLLEGE

Dr. Dianne Boardley Suber

PRESIDENT

Dianne Boardley Suber, 10th President of Saint Augustine's College, assumed the presidency of the College on December 1, 1999. Under her presidency, the College has experienced increased enrollment, reinstituted the football program, fielded a marching band, expanded the adult learners program, established innovative degree granting programs to include Biomedical and Scientific Communication, Criminal Justice Forensic Science and the Center for Real Estate Development and Property Management and reinstated the dual degree program in Engineering with North Carolina State University.

The first female to lead the institution, Dr. Suber is an experienced educator and administrator with over 30 years of teaching, consulting and administrative experience in preschool and higher education. She has served as a classroom teacher; elementary and middle school principal, university professor and consultant to several national educational organizations. Prior to assuming the helm at Saint Augustine's College, Dr. Suber held administrative positions of increasing responsibility at Hampton University in Hampton, Virginia, including: vice president for administrative services; assistant provost for academic affairs; assistant provost; dean of administrative services; and adjunct professor of Education in the Graduate College. Dr. Suber received a bachelor of science degree in early childhood education from Hampton (Institute) University, a master's of education degree in curriculum development from the University of Illinois-Urbana and a doctorate of education

degree in educational administration from Virginia Polytechnic Institute and State University in Blacksburg, Virginia.

Dr. Suber was appointed to serve on President Obama's Board of Ad-



visors to the White House Initiative on Historically Black Colleges and Universities and was also appointed to serve on the Secretary of Education's Historically Black Colleges and Universities Capital Financing Advisory Board. Dr. Suber serves as a Commissioner for the American Council on Education (ACE) Commission on Women in Higher Education (OWHE) and serves on the National Collegiate Athletic Association (NCAA) HBCU Steering Committee. President Suber presently serves on the Board of Directors of the Cooperating Raleigh Colleges (CRC); the Central Region of Wachovia Bank; the Central Intercollegiate Athletic Association (CIAA); the United Negro Col-

lege Fund; the National Association of Independent Colleges and Universities (NAICU); the Business and Technology Center; the Greater Raleigh Chamber of Commerce; the Communities In Schools of Wake County; and the Marbles Kids Museum. Dr. Suber is a member of the United Negro College Fund's Executive, Bylaws and Nominating Committees; the Association of Episcopal Colleges (AEC); the North Carolina Independent Colleges and Universities, Executive and Nominating Committees; The Women's Network of Wake County, Grants Committee; the Consortium of Doctors, LTD; the Southeast Raleigh Improvement Assembly; the Blue Ribbon Committee on the Future of Wake County; the Rotary Club, and she is a member of the Delta Sigma Theta Sorority.

Dr. Suber was featured in the October 2005 issue of Essence Magazine and in 2006, she was awarded The Willie E. Gary "Making A Difference Award." The 100 Black Men, Triangle East Chapter, awarded Dr. Suber the Education Award at their 2008 Gala "A Tribute to Women," and in 2010 Dr. Suber received the Dr. Effie H. Jones Humanitarian Award from the American Association of School Administrators (AASA).

Dr. Suber has two daughters — Nichole Reshan Lewis and her daughter Taylor Marie, who reside in Raleigh, North Carolina, and Raegan LaTrese Thomas, who also lives in Raleigh, North Carolina, with her husband, Farah, and their children, Nyjil Brevard Saint Thomas, and Samantha Ari Dianne Thomas. ■

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POINTS OF DISTINCTION

- Under President Dianne Boardley Suber's leadership, the College resumed classes 72 hours after a tornado ravaged the campus and left significant damage in its wake.
- The College's Forensic Science program is the first baccalaureate program in the state and one of only five in the nation.
- The College will open the first Confucius classroom at an HBCU in North Carolina in partnership with North Carolina State University's Confucius Institute and the Hanban/Confucius Institute Headquarters in China.
- The College captured the 2010 Pioneer Bowl, becoming only the third CIAA team to win the title.
- The College had the top NCAA Division II athletics program among historically black colleges and universities during the 2009-10 season.
- The College's Community Development Corporation built and renovated more than 30 homes to revitalize the community and offer quality affordable housing.
- The College was named to the President's Community Service Honor Roll for commitment to volunteering, service learning and civic engagement.

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ALCORN STATE UNIVERSITY
M. Christopher Brown II
PRESIDENT

M. Christopher Brown II is the 18th president of the nation's first historically black land-grant institution, Alcorn State University in Lorman, Mississippi. He is the former executive vice president and provost at the historic Fisk University in Nashville, Tennessee, where he held the rank of university professor. Prior to this appointment, he served as dean of the College of Education at the University of Nevada, Las Vegas, vice president for Programs and Administration at the American Association of Colleges for Teacher Education, director of Social Justice and Professional Development for the American Educational Research Association (AERA), as well as executive director and chief research scientist of the Frederick D. Patterson Research Institute of the United Negro College Fund. Dr. Brown has held faculty appointments at The Pennsylvania State University, the University of Illinois at Urbana-Champaign, and the University of Missouri-Kansas City.

America, and South America.

Dr. Brown is the author/editor of fifteen books and monographs – The Quest to Define Collegiate Desegregation (1999), Organization and Gov-

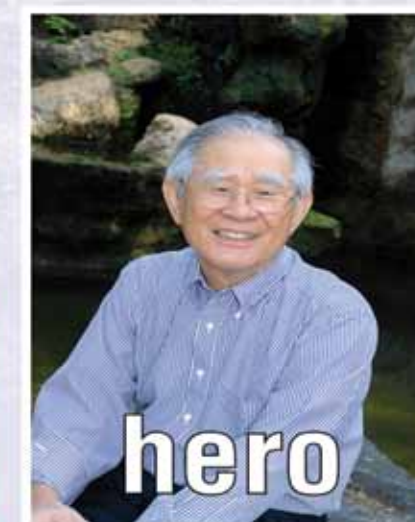
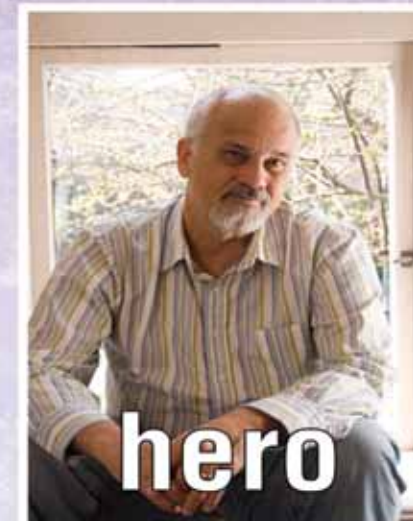


ernance in Higher Education (2000), Black Sons to Mothers (2000), Equity and Access in Higher Education (2002), Studying Diverse Institutions (2003), Black Colleges (2004), Unique Campus Settings (2004), Achieving Equitable Educational Outcomes with All Students (2005), The Politics of Curricular Change (2005), The Children Hurricane Katrina Left Behind (2007), School Matters (2007), Still Not Equal (2007), Ebony Towers in Higher Education (2008), The Broken Cisterns of

African American Education (2009), and The Case for Affirmative Action on Campus (2009). He is the author or co-author of more than 100 journal articles, book chapters, and publications related to education and society.

A former member of the South Carolina State University Board of Trustees, Dr. Brown lists among his many honors and awards, The 100 Black Men of Charleston 2002 Image Award, and the 2004 Pennsylvania State University Alumni Achievement Award. He received the 2001 Association for the Study of Higher Education's Promising Scholar/Early Career Award, the 2002 AERA Committee on Scholars of Color Early Career Contribution Award, the 2007 Philip C. Chinn Book Award from the National Association for Multicultural Education, and the 2008 Association of Teacher Educators Distinguished Educator Award. His research has been supported by the Lumina Foundation, Spencer Foundation, AT&T Foundation, the Pew Charitable Trusts, the Sallie Mae Fund, as well as other foundations and corporations.

Dr. Brown received his B.S. in elementary education from South Carolina State University and his M.S.Ed. in educational policy and evaluation from the University of Kentucky. He received a Ph.D. in higher education from The Pennsylvania State University with a cognate in public administration and political science. ■



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A Resume Checklist

By Diane Westmoreland, MSW

When writing the first draft of your resume, you probably know it could be -- and should be -- stronger than it is. If you're like many job seekers, though, you might feel pretty mystified as to which specific steps will lead you to more powerful content and a more attractive design.

Fortunately, boosting a bland resume or simply polishing it before applying for a job isn't as cumbersome as you might expect. According to Evelyn Salvador, author of 'Step-by-Step Resumes,' there are many simple, yet effective, tricks that can significantly strengthen your resume's readability, call to action, marketability and overall appearance.

In her book, Salvador recommends you take the following steps to improve a resume before using it to apply for jobs:

1. Remove personal pronouns.

The subject (I, me or my) is understood in your resume and you should leave it out of each sentence. If your resume contains any of these words, delete them and restructure your sentences if necessary.

2. Check for action verbs.

Be sure each bullet in your "professional experience" section starts with an action verb or adverb preceding the action verb.

3. Delete redundant or superfluous words.

Review each sentence or bullet and delete any words that your sentence

didn't leave out any important ones.

5. Ensure that all pertinent, targeted qualifications are included.

Compare your resume to the description of the job you're targeting. Is there any information you didn't already mention that would address a function or need listed in the description? If so, revise your resume to include that information.

6. Prioritize your bullets.

Review your responsibilities and achievements in each position and move the more important, targeted ones closer to the top under each position.

7. Remove irrelevant information.

Check to ensure that anything irrelevant or not directly related to your targeted goal is minimized, put toward the end or omitted altogether so that your resume includes more relevant information.

8. Subdivide and categorize bullets.

If you have many responsibility and achievement bullets under each position (say, more than 10), you can divide them into two categories ("responsibilities" and "achievements") and subtitle

continued on page 54



reads fine without, such as "the" and "that," as well as unnecessary "fluff" words. Edit down to the most concise sentence possible without omitting any important content, such as achievements.

4. Include personal attributes.

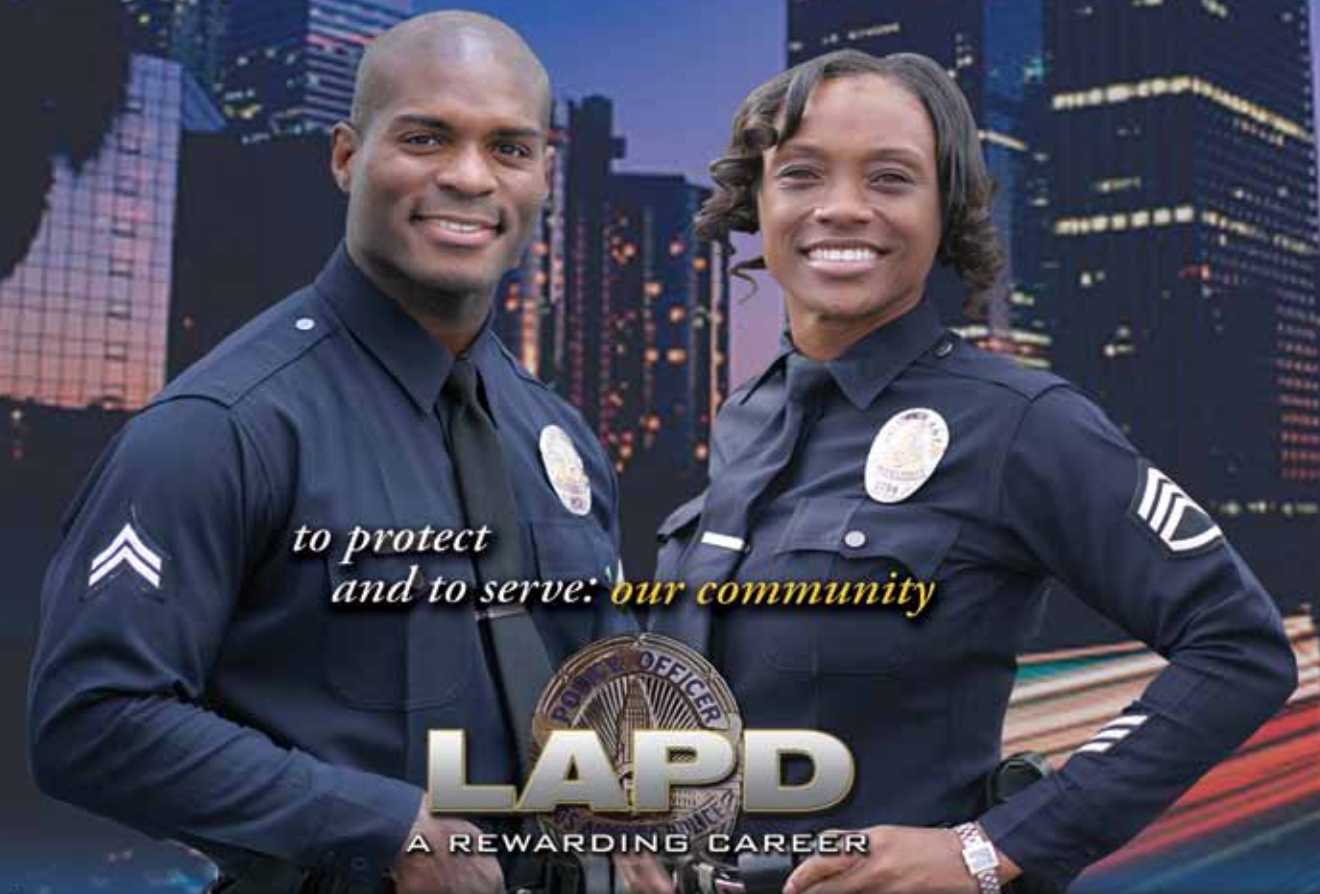
Double-check that your primary attributes are included in your "professional summary" section and that you

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PILLAR OF EMPOWERMENT

Mark Ridley-Thomas

is a foremost advocate of neighborhood participation in government decision-making. Lucky for us his neighborhood includes USC

By Pamela J. Johnson

In 1968, Mark Ridley-Thomas was a seventh grader at George Washington Carver Middle School in southeast Los Angeles. At Victory Baptist Church near his school campus, the Rev. Dr. Martin Luther King Jr. often preached and organized.

When asked if he remembers April 4, 1968, the Los Angeles County supervisor is visibly astonished, rightfully so, that such a question could be pondered.

"Like it was yesterday," said Ridley-Thomas, 12 at the time. "When the news broke, people were moving. Activity exploded. There was no way not to know what was going on. It was clear by virtue of the fact that the entire

nation was enveloped by this historic event, Dr. Martin Luther King's assassination."

Los Angeles was still reeling from the Watts uprising of 1965, a five-day tragedy that left 34 dead.

"Things hadn't fully settled down in this town," Ridley-Thomas said in his soft spoken, no-nonsense demeanor. "This was the '60s and all of what that represented."

Integration and desegregation in L.A. schools were raging. At Carver, the youngster was selected for a summer program that sent him to The Claremont Colleges' campuses.

"I studied everything from astrono-

my to zoology, literally," he said.

Ridley-Thomas spent following summers on other college campuses, taking classes with middle school students of various minority groups.

"This was probably formative in terms of my consciousness," he said, "in terms of coalition building and seeing the intrinsic value in all people. Later, it was not difficult to connect that with nonviolence and

how it had revolutionary implications for how we could live and transform our society."

The early opportunity put him on an accelerated educational track.

"I don't recall being a straight-A student, but I did fine in school," said Ridley-Thomas, the youngest of five children whose father was a construction worker and mother, a seasonal clerk for the Internal Revenue Service. "If nothing else, I was a strong listener and had an aptitude for

learning."

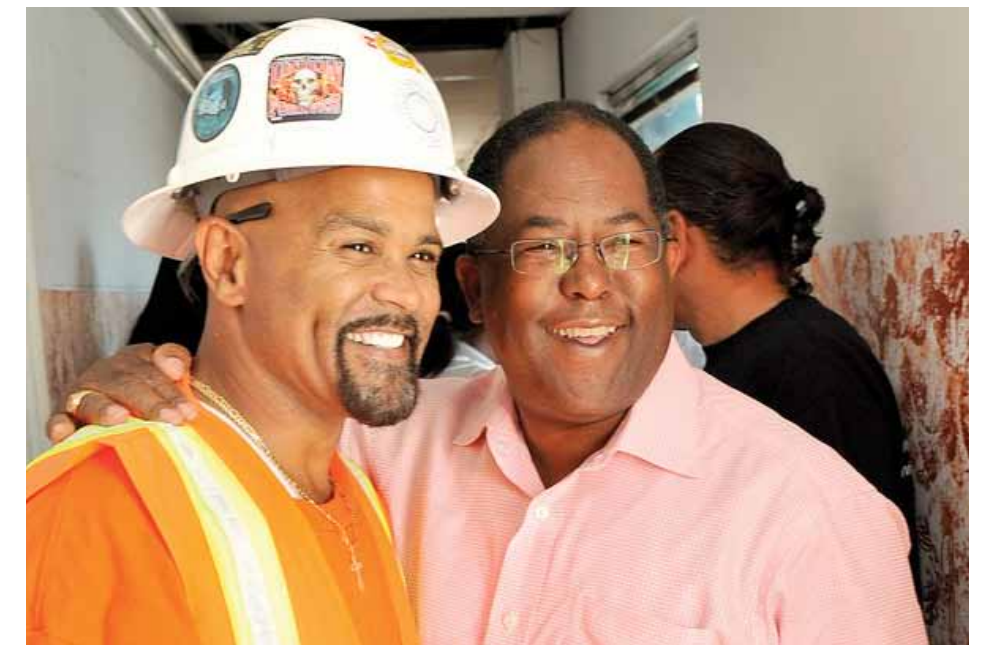
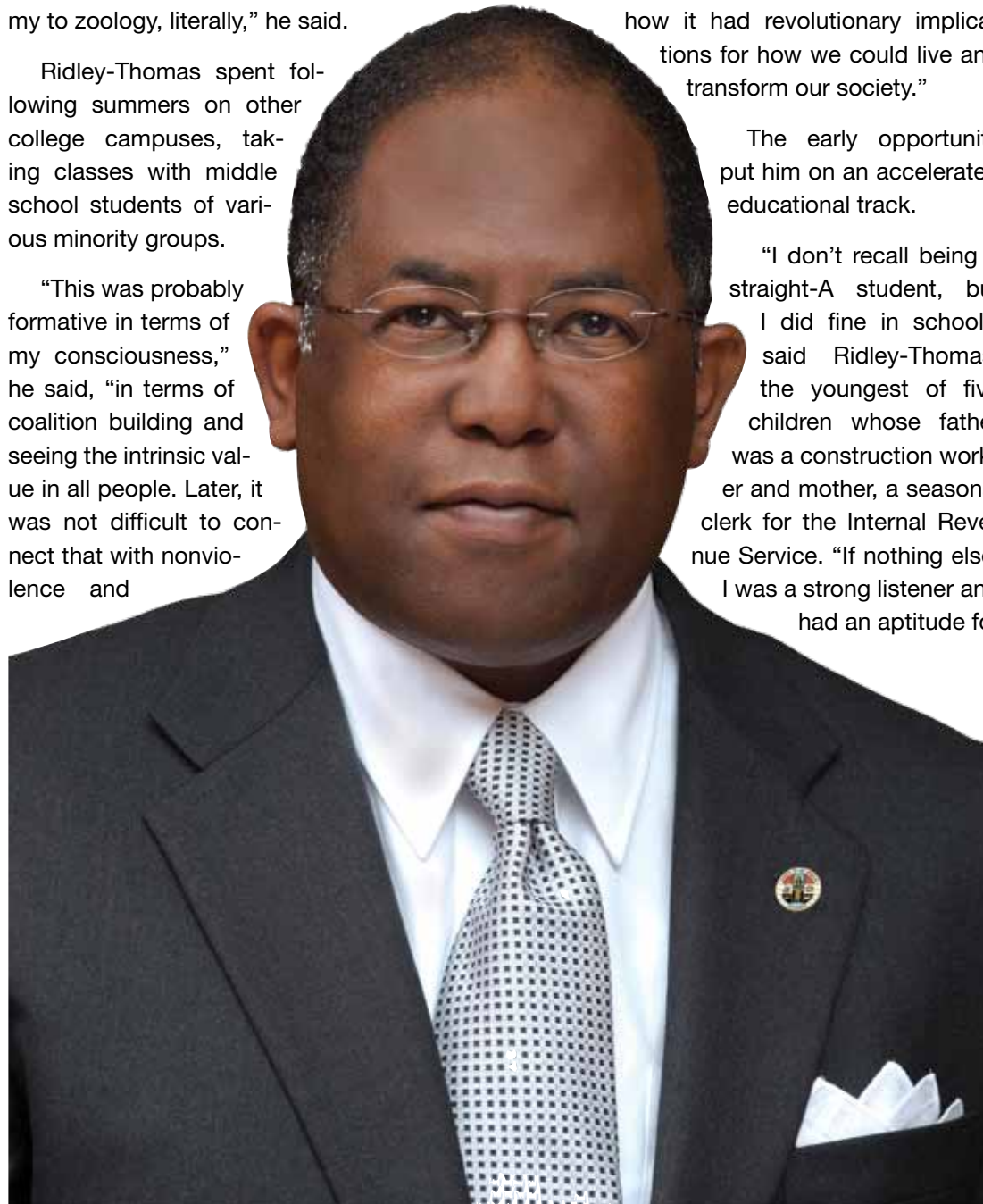
At Manual Arts Senior High School, he participated in an integration program that offered courses in other L.A. schools. Inspired by King, he already knew he wanted to focus on the social sciences.

"It was his voice, now unmistakable, that we heard on radios across the nation, giving his immortal speech, 'I Have a Dream,'" Ridley-Thomas said inside his satellite Exposition Park Drive office, where a large bust of King near his desk seemed to be listening in. "I became a student of the philosophy of Dr. Martin Luther King Jr. from that point on."

He earned a bachelor's degree in social relations and a master's in religious studies from Immaculate Heart College in preparation for teaching. After receiving his Ph.D. in religion with an emphasis in social ethics from USC Dornsife in 1989, he became an adjunct professor at USC, Claremont Graduate University and other universities, teaching in urban studies, public administration, ethics, the philosophy of King and other religious revolutionaries such as Mohandas K. Gandhi, Dorothy Day and Thich Nhat Hanh.

"The social content was there; I was already in that milieu," he said. "It was the question of how to apply it."

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TOP 10 INTERVIEW MISTAKES

By Rosemary Haefner

Hiring managers don't want to hear a lot of things during an interview -- confessions of a violent past, a cell phone ring, a toilet flush. Yet job seekers have committed these interview gaffes and worse, according to CareerBuilder.com's annual survey of the worst interview mistakes.

Hiring managers say don't offer personal details that can be controversial during an interview.

Odd behavior isn't the only way to ruin your chances of landing a job.

When hiring managers were asked to name the most common and damaging interview mistakes a candidate can make, 51 percent listed dressing inappropriately.

Forty-nine percent cited badmouthing a former boss as the worst offense, while 48 percent said appearing disinterested.

Arrogance (44 percent), insufficient answers (30 percent) and not asking good questions (29 percent) were also top answers.

To ensure your interview is smooth and error-free, follow these five tips.

- Do some research: When you walk into a job interview, knowledge of the company's history, goals and current activity proves to the interviewer that you are not only prepared for the interview, but also that you want to be a part of the organization.

- Don't lie: If the conversation drifts to a topic you're not knowledgeable about, admit you don't know the answer and then explain how you would go about finding a solution. Displaying your problem-solving skills is better than babbling about something you don't understand.



- Keep it professional: Although interviewers often try to create a comfortable setting to ease the job seeker's nerves, business decorum shouldn't disappear. Avoid offering personal details that can be controversial or have no relevance to the position, such as political and religious beliefs or stories about a recent break-up.

- Know what to expect: Expect to hear staple interview questions: "What's your biggest weakness?" "Why do you want to work here?" "Tell me about yourself." "Why did you leave your last job?" These open-ended questions are harder to answer than they sound, so think about your responses before the interview.

- Put on a happy face: The interview is not the time to air your grievances about being wronged by a past boss. How you speak about a previous employer gives the hiring manager an idea of how you'll speak about him or her once you've moved on.

Unfortunately, many job seekers are not only ignoring these tips, they're making mistakes that leave unforgettable impressions for all the wrong reasons. Here are 10 real-life examples from this year's survey:

- Candidate answered cell phone and asked the interviewer to leave her own office because it was a "private"

conversation.

- Applicant told the interviewer he wouldn't be able to stay with the job long because he thought he might get an inheritance if his uncle died - and his uncle wasn't "looking too good."

- The job seeker asked the interviewer for a ride home after the interview.

- The applicant smelled his armpits on the way to the interview room.

- Candidate said she could not provide a writing sample because all of her writing had been for the CIA and it was "classified."

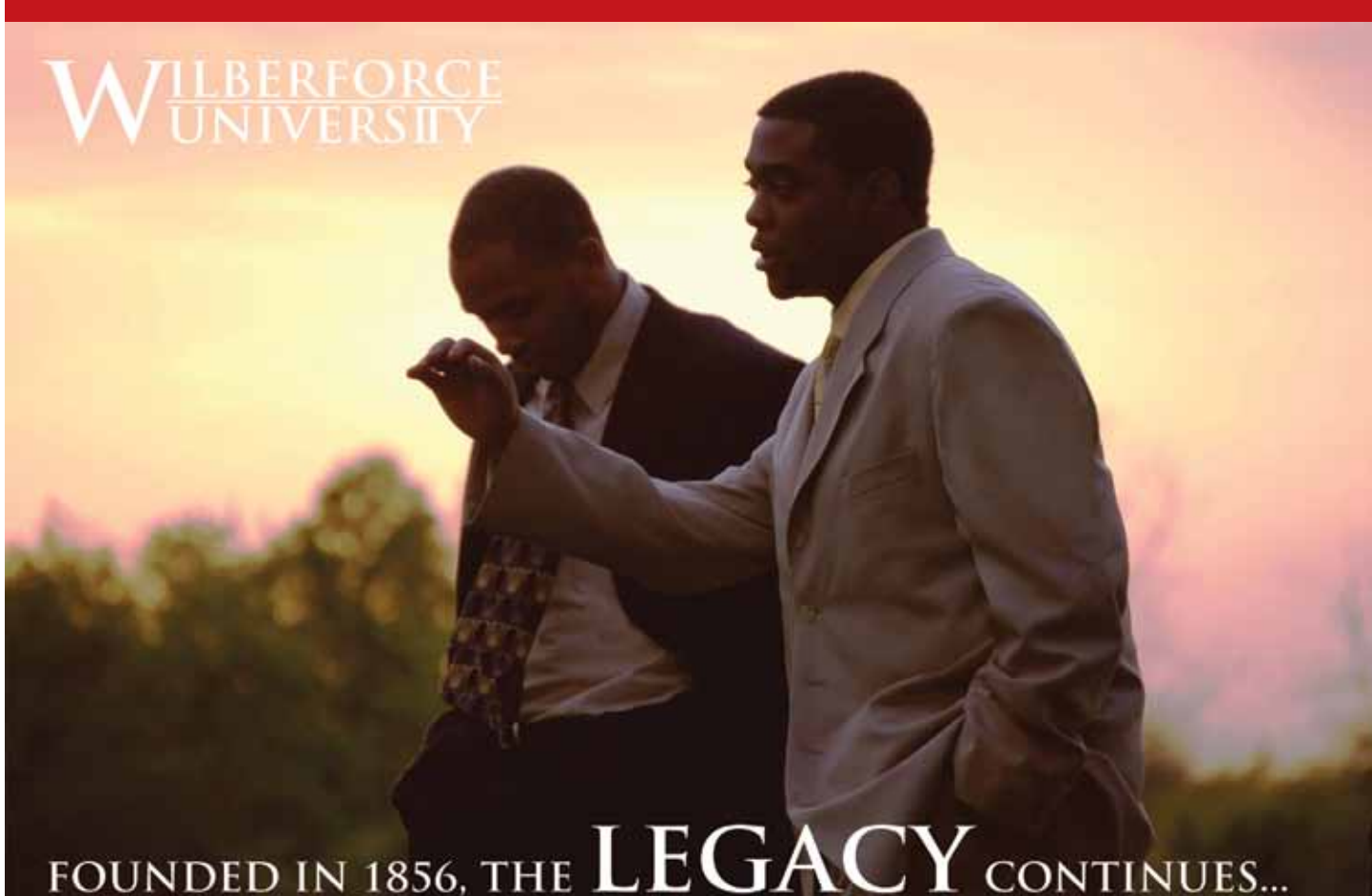

- Candidate told the interviewer he was fired for beating up his last boss.

- When the applicant was offered food before the interview, he declined saying he didn't want to line his stomach with grease before going out drinking.

- An applicant said she was a "people person" not a "numbers person" -- in her interview for an accounting position.

- During a phone interview the candidate flushed the toilet while talking to hiring manager.

- The applicant took out a hair brush and brushed her hair. ■



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Dr. Lawrence A. Davis, Jr.

CHANCELLOR

EDUCATION

- Early education in the AM&N College Laboratory Schools and Merrill High School.

- B.S. Mathematics, AM&N, M.S. Mathematics, University of Arkansas - Fayetteville; PhD. Engineering Mechanics, Iowa State University; other studies in physics, mathematics, computer science, and administration at Brown University, Oak Ridge Associated Universities, University of Oklahoma and Harvard University.

EXPERIENCE

- Classroom teacher of Mathematics and Physics for 33 years in various institutions in the United States, Mississippi Valley State University, AM&N College, Arkansas Baptist College, Iowa State University.

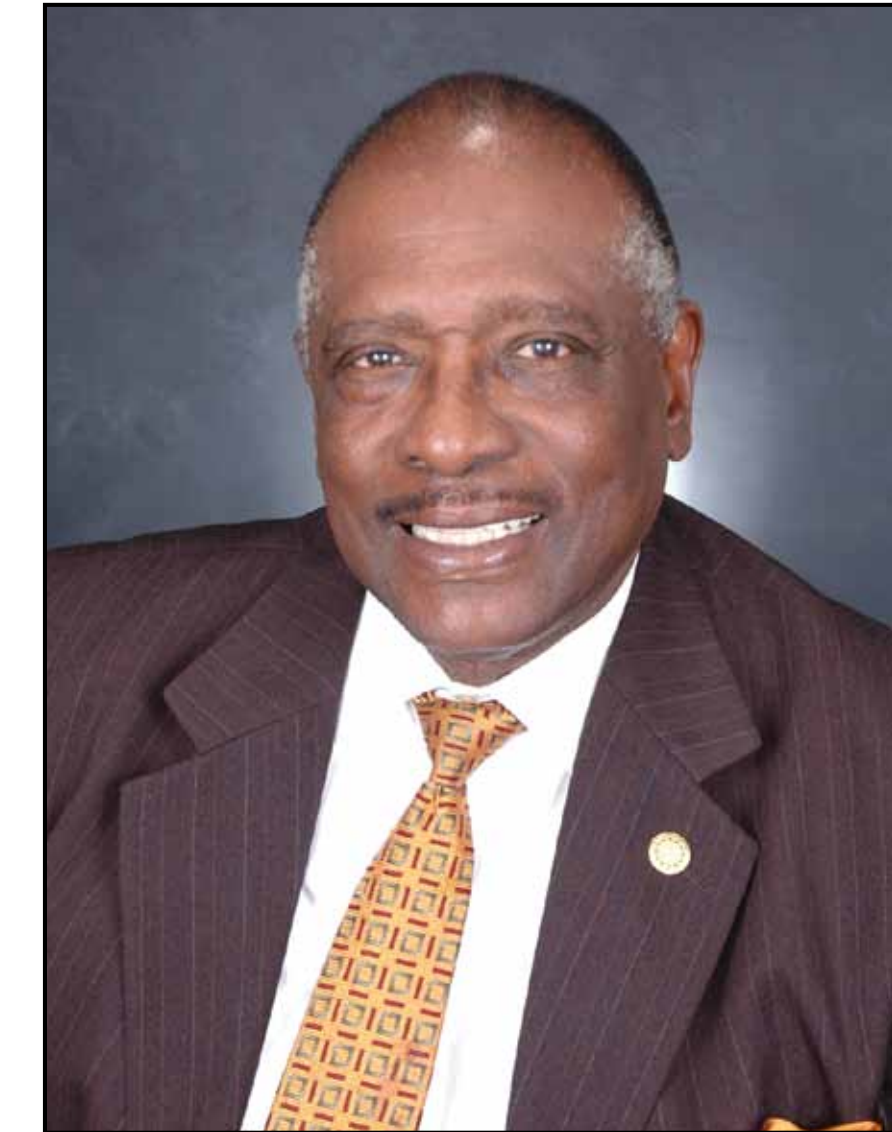
- Research Assistant in the Engineering Research Institute at Iowa State; Administrative Specialist, National Aeronautics and Space Administration Office of Advanced Research and Technology.

- Chair, Dean and currently Chancellor at UAPB since November 1991.

RECOGNITIONS AND AWARDS

- Prolific writer of speeches and articles and has several publications.

- Recipient of many awards in education, community service and leadership; UAPB Distinguished Alumni Award; the PACE Award and a Distinguished Alumni Award from Iowa State University; Chancellor's Medal for Exceptional Achievement and a Distinguished Alumni Award from the University of Arkansas at Fayetteville. Community Service



- Board member of the Southern Regional Education Board (SREB), former board member of the Jefferson Regional Medical Center, Jefferson County Industrial Foundation and Federal Reserve - Little Rock Branch. Personal

- Native of Pine Bluff.

- Eldest son of AM&N/UAPB Presi-

dent, Dr. Lawrence A. Davis (1943-1972).

- Married to Ethel Grant (a former mathematics teacher in the Pine Bluff School District).

- Three children, (1 deceased) and nine grandchildren. ■



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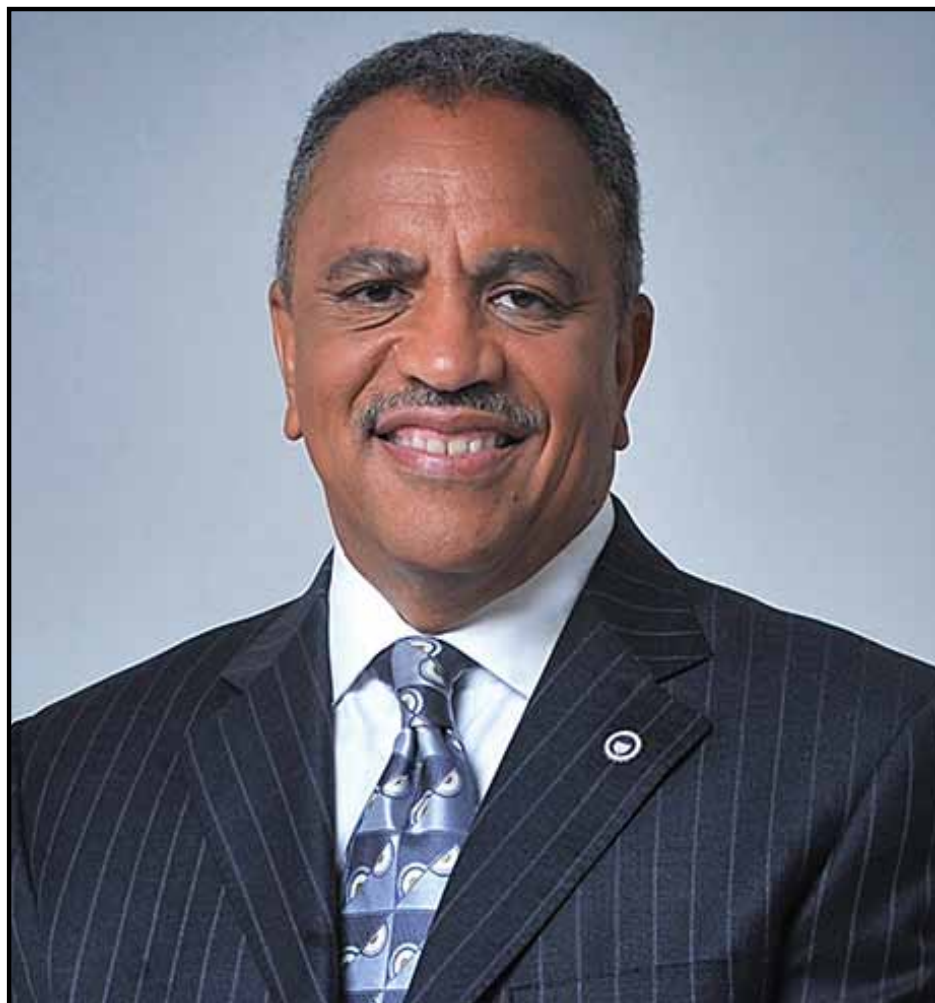
HOWARD UNIVERSITY
Sidney A. Ribeau, Ph.D.
PRESIDENT

Sidney A. Ribeau, Ph.D., is the 16th President of Howard University and the sixth African American to serve as its Chief Executive Officer. Since taking office in August 2008, Dr. Ribeau has championed improving services to students through his Students First Campaign, strengthening research with emphasis in the STEM disciplines, enhancing the University's international footprint and building upon a legacy of service.

He was President of Bowling Green State University (BGSU) in Bowling Green, Ohio, for 13 years before coming to Howard. Under his leadership, BGSU was recognized for its residential learning communities, values-based education and innovative graduate programs.

President Ribeau began his career in 1976 as a professor of communication studies at California State University, Los Angeles. Eight years later, after being honored as an outstanding teacher and student adviser, he became chair of the University's Pan African Studies Department. He held that position until 1987, when he was named Dean of Undergraduate Studies at California State University, San Bernardino. Three years later, he became Dean of the College of Liberal Arts at California Polytechnic State University, San Luis Obispo campus. In 1992, he was named Vice President for Academic Affairs at California State Polytechnic University, Pomona, a position he held until his appointment to BGSU.

On a national level, President Ribeau serves on the boards of the Teachers Insurance and Annuity Association-College Retirement Equities



Fund (TIAA-CREF); Worthington Industries; and the Committee on Underrepresented Groups and the Expansion of the Science and Engineering Workforce Pipeline, under the aegis of the Committee on Science, Engineering and Public Policy. He has served on the boards of the National Collegiate Athletic Association (NCAA), the United Way, the Regional Growth Partnership, the Andersons Inc. (Mau-mee, OH), and Convergys Corp. Some of his numerous honors include distinguished alumnus awards from Wayne

State University and University of Illinois, scholarly recognition from the National Communication Association and the President's Award from the National Association of Student Personnel Administrators.

President Ribeau received a B.S. degree from Wayne State University, and M.A. and Ph.D. degrees in interpersonal and group communication from the University of Illinois, Urbana-Champaign. He and his wife, Dr. Paula Whetsel-Ribeau, are the proud parents of two daughters and one son. ■



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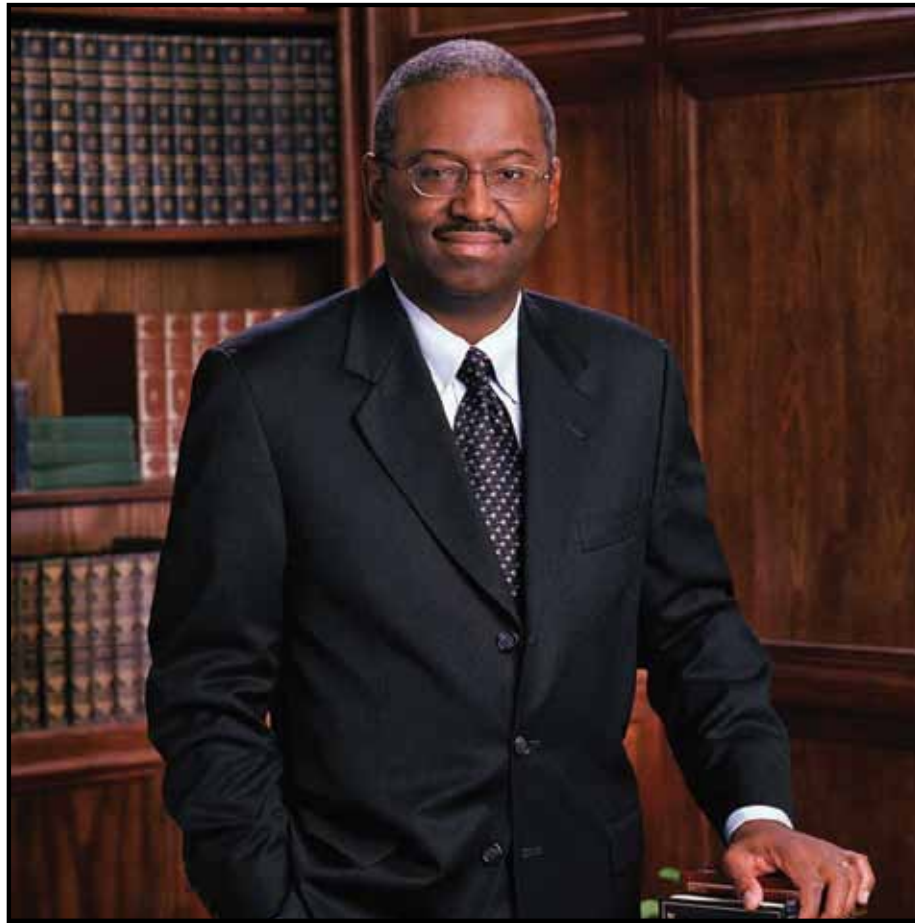
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PRAIRIE VIEW A&M UNIVERSITY
Dr. George C. Wright
PRESIDENT

Dr. George C. Wright, noted African-American scholar, is the President of Prairie View A&M University, the second oldest public institution of higher education in Texas. Offering baccalaureate, master's and doctoral degrees through nine colleges and schools, Dr. Wright now leads the 130-year old HBCU with an established reputation for producing thousands of African American engineers, nurses and educators. A member of the Texas A&M University System, the University is dedicated to fulfilling its land-grant mission of achieving excellence in teaching, research and service.

A native of Lexington, Kentucky, Dr. Wright received his bachelor's and master's degrees in history from the University of Kentucky and his doctorate in history from Duke University. In 2004, Dr. Wright was awarded an honorary doctorate of letters from the University of Kentucky.

His teaching experience began in 1977 as an assistant professor at the University of Kentucky. In 1980, he began teaching at the University of Texas at Austin where he would eventually become a full professor and the holder of the Mastin Gentry White Professorship of Southern History. After his first year at UT, he was voted one of the 10 best faculty every year on the annual list of the 10 Best and 10 Worst of 5,000 faculty. He received the top teaching award in both the Colleges of Arts and Sciences, the Jean Holloway Award for Teaching Excellence, and the top teaching award for the entire university, Lillian and Tom B. Rhodes Centennial Teaching Fellow, which garnered a \$10,000 prize. In 1993, he joined the faculty at Duke University as vice provost for undergraduate pro-



grams, director of the Afro-American studies program and held the William R. Kenan, Jr., Chair in American history.

Since 1986, Dr. Wright has held a number of administrative positions and prior to joining the Prairie View A&M University family, Dr. Wright was Provost and Executive Vice-President for academic affairs at the University of Texas at Arlington.

To his credit, Dr. Wright has authored three books on race relations and numerous scholarly publications and been the recipient of numerous fellowships, grants and awards. The Andrew W. Mellon Faculty Fellowship

earned him a year at Harvard University to conduct research.

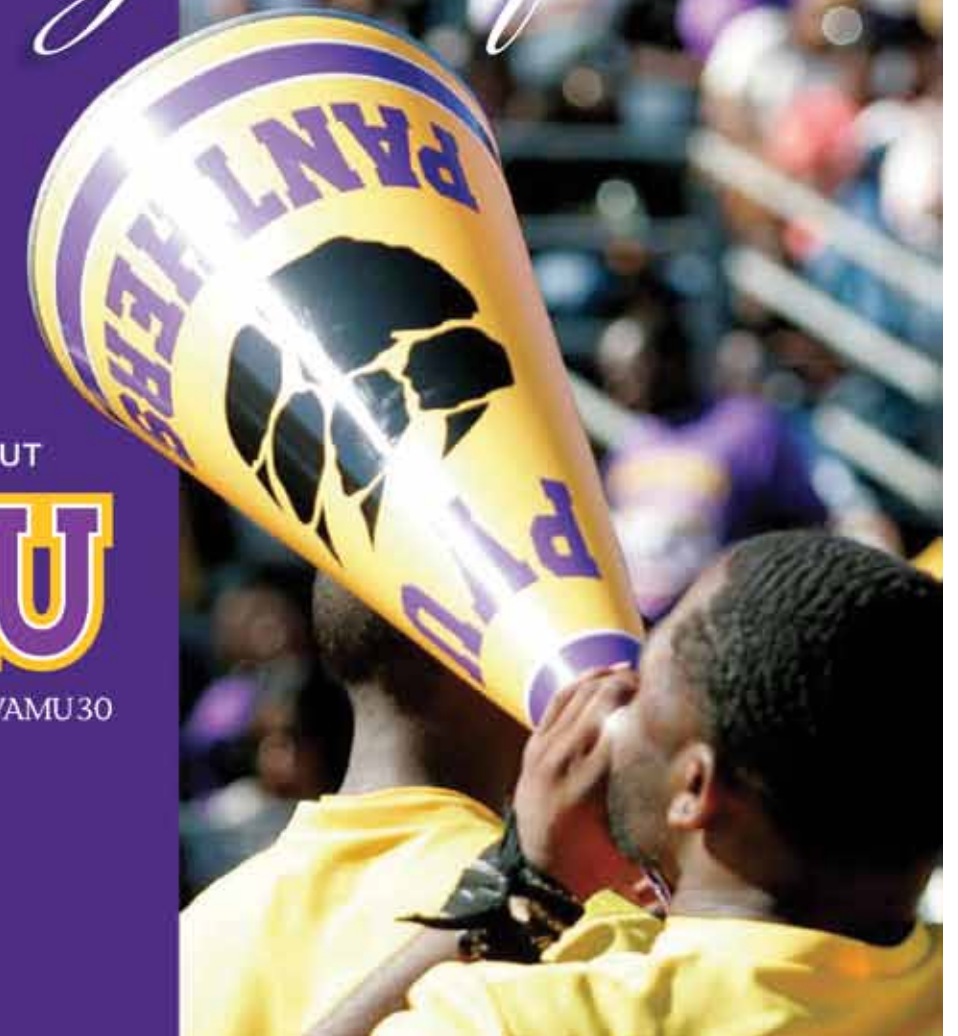
Active in his community, Dr. Wright has served on numerous civic boards and is a current member of the University of Kentucky College of Arts and Sciences Advisory Board. He is married to Valerie Ellison Wright, a journalist, and together they had two children, Rebecca Ellison Wright, who passed away in March, 2004, and Benjamin, a typical teenager who just graduated high school and will attend the University of Texas at San Antonio this fall. ■

PRAIRIE VIEW A&M UNIVERSITY



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MOREHOUSE COLLEGE

Dr. Robert Michael Franklin '75

PRESIDENT

Dr. Robert Michael Franklin '75 is the tenth president of Morehouse College, the nation's largest private, four-year liberal arts college for men.

Prior to Morehouse, Franklin was a Presidential Distinguished Professor of Social Ethics at Emory University, where he provided leadership for a university-wide initiative titled "Confronting the Human Condition and the Human Experience" and was a senior fellow at the Center for the Study of Law and Religion at the law school.

He provides commentary for the National Public Radio (NPR) program, "All Things Considered," and weekly commentary for Atlanta Interfaith Broadcasting Television. Franklin graduated Phi Beta Kappa from Morehouse in 1975 with a degree in political science and religion. He continued his education at Harvard Divinity School, earning a master of divinity degree in Christian social ethics and pastoral care in 1978, and the University of Chicago, earning a doctorate in ethics and society, and religion and the social sciences in 1985. He also undertook international study at the University of Durham, UK, as a 1973 English Speaking Union Scholar.

His major fields of study include social ethics, psychology and African American religion. An insightful educator, Franklin has served on the faculties of the University of Chicago, Harvard

Divinity School, Colgate-Rochester Divinity School and at Emory University's Candler School of Theology, where he gained a national reputation as director of Black Church Studies.

He has served as program officer in Human Rights and Social Justice at the Ford Foundation, and as an adviser



to the foundation's president on future funding for religion and public life initiatives.

Franklin also was invited by American film producer Jeffrey Katzenberg to prepare an online study guide for the congregational use of The Prince of Egypt, a DreamWorks film (1999). In

1997, Franklin assumed the presidency of the Interdenominational Theological Center (ITC), the graduate theological seminary of the Atlanta University Center consortium. He served as the Chautauqua Institution's Theologian in Residence for the 2005 season.

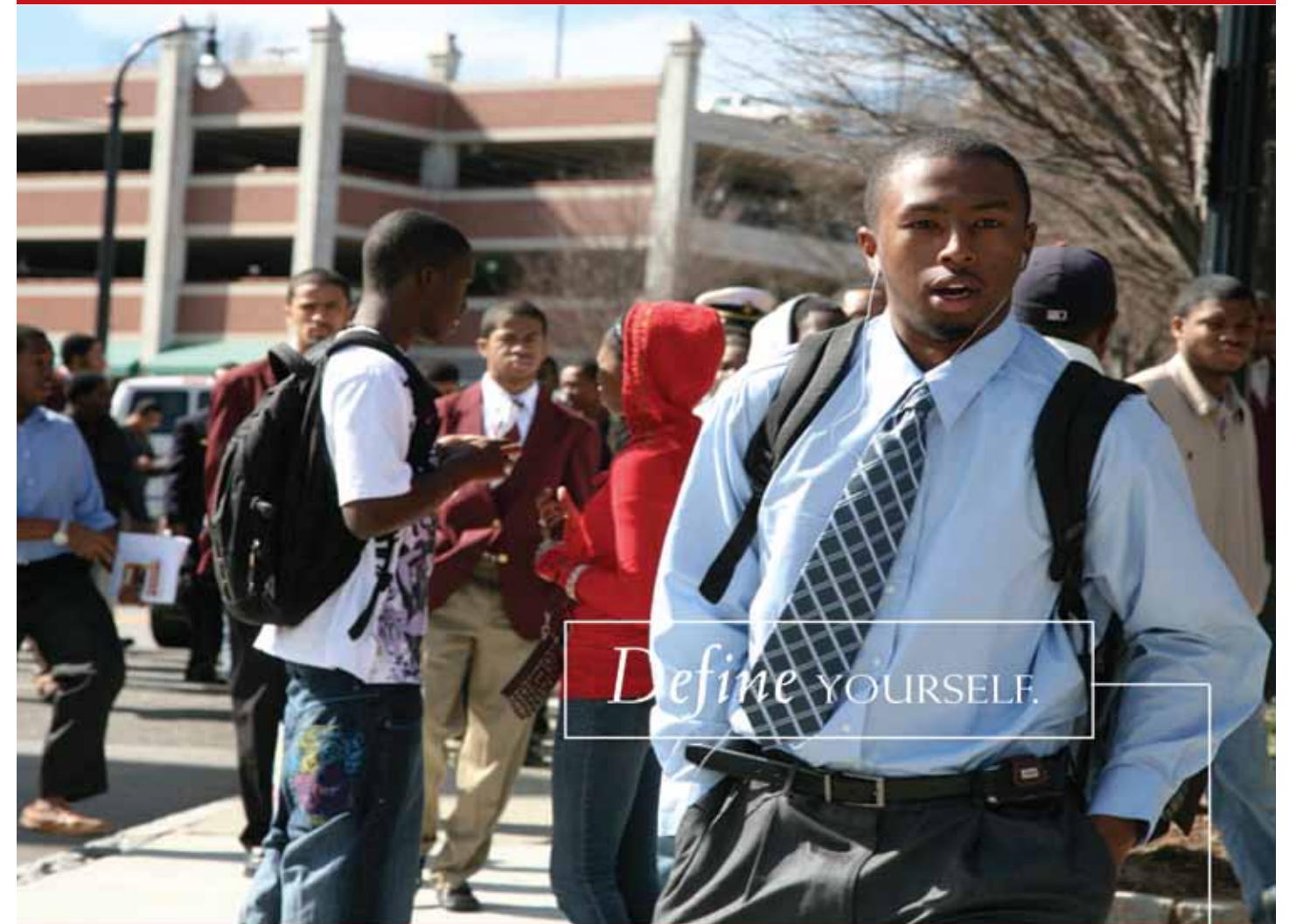
Franklin is the author of three books: *Crisis in the Village: Restoring Hope in African American Communities* (2007); *Another Day's Journey: Black Churches Confronting the American Crisis* (1997); and *Liberating Visions: Human Fulfillment and Social Justice in African American Thought* (1990). He has co-authored (Don S. Browning, et. al.) a volume titled *From Culture Wars to Common Ground: Religion and the American Family Debate* (2001). He is the co-editor of the forthcoming *The Cambridge Companion to Martin Luther King Jr.*, published by Cambridge University Press.

Active in a range of organizations, Franklin is a former trustee of the Jessie Ball duPont

Fund (Jacksonville) and a member of the Atlanta Rotary Club, the Kappa Boule of Sigma Pi Phi fraternity and the 1999 class of Leadership Atlanta.

He has served on the boards of the Community Foundation of Metro Atlanta, Joint Center for Political and

continued on page 58



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MORRIS BROWN COLLEGE
Dr. Stanley J. Pritchett, Sr.
ACTING PRESIDENT

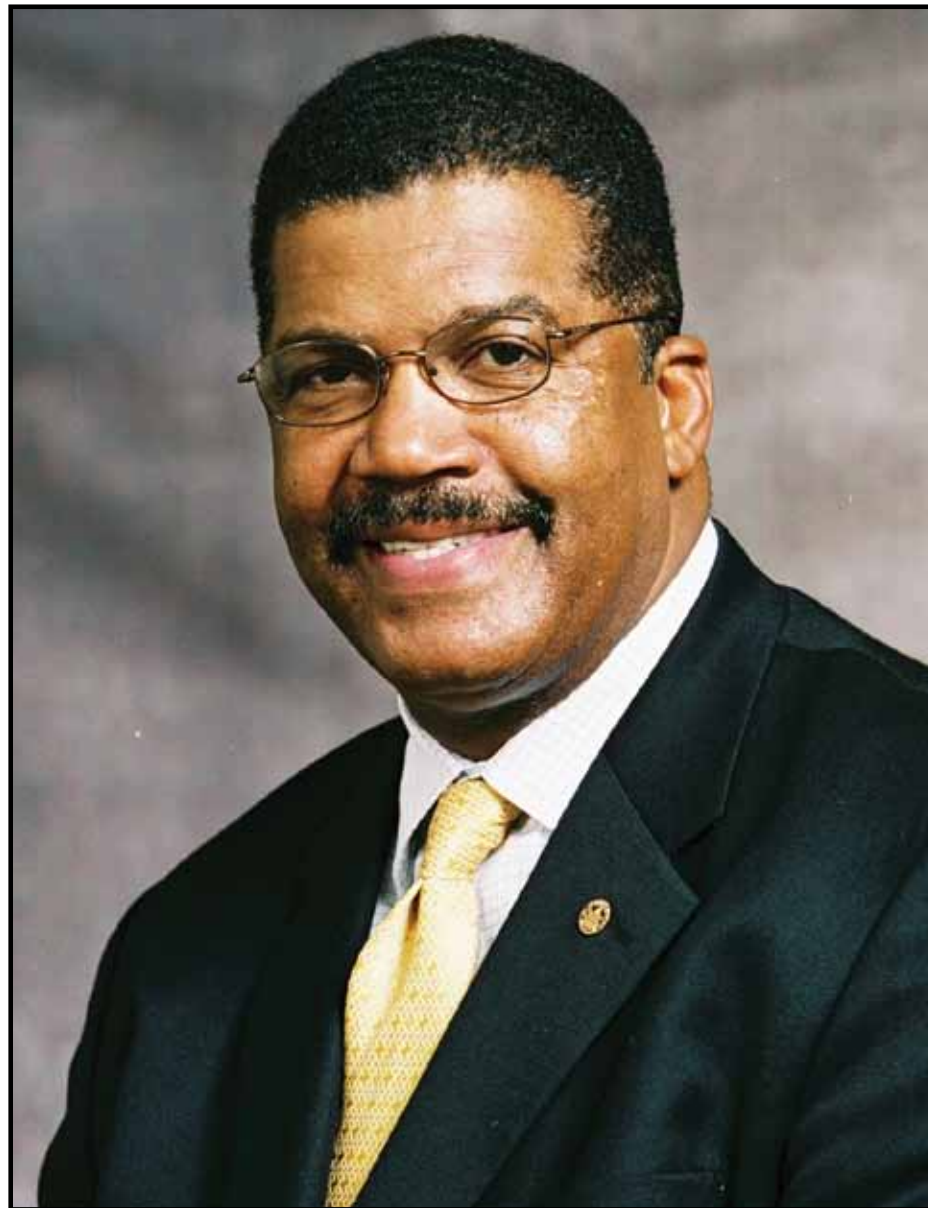
Education: Bachelor's degree, Albany State University; Master's degree and Ed.S. degree, Georgia State University; Ed.D. degree, Clark Atlanta University

Career Highlights: Beginning his career as a public school teacher, Dr. Pritchett has worked his way through the administrative ranks, serving in such positions as athletics director; high school assistant principal; high school principal; and system level executive director, associate superintendent, and deputy superintendent.

Upon retirement from the public school sector, he accepted a leadership role at Morris Brown College. In 2008, he was appointed as Acting President. The Board of Trustees appointed him as the 18th permanent President of the College on March 18, 2010. Bringing to the position a wealth of leadership experience and organizational effectiveness, he is committed to providing direction in restoring the school to its former status among Historically Black Colleges and Universities.

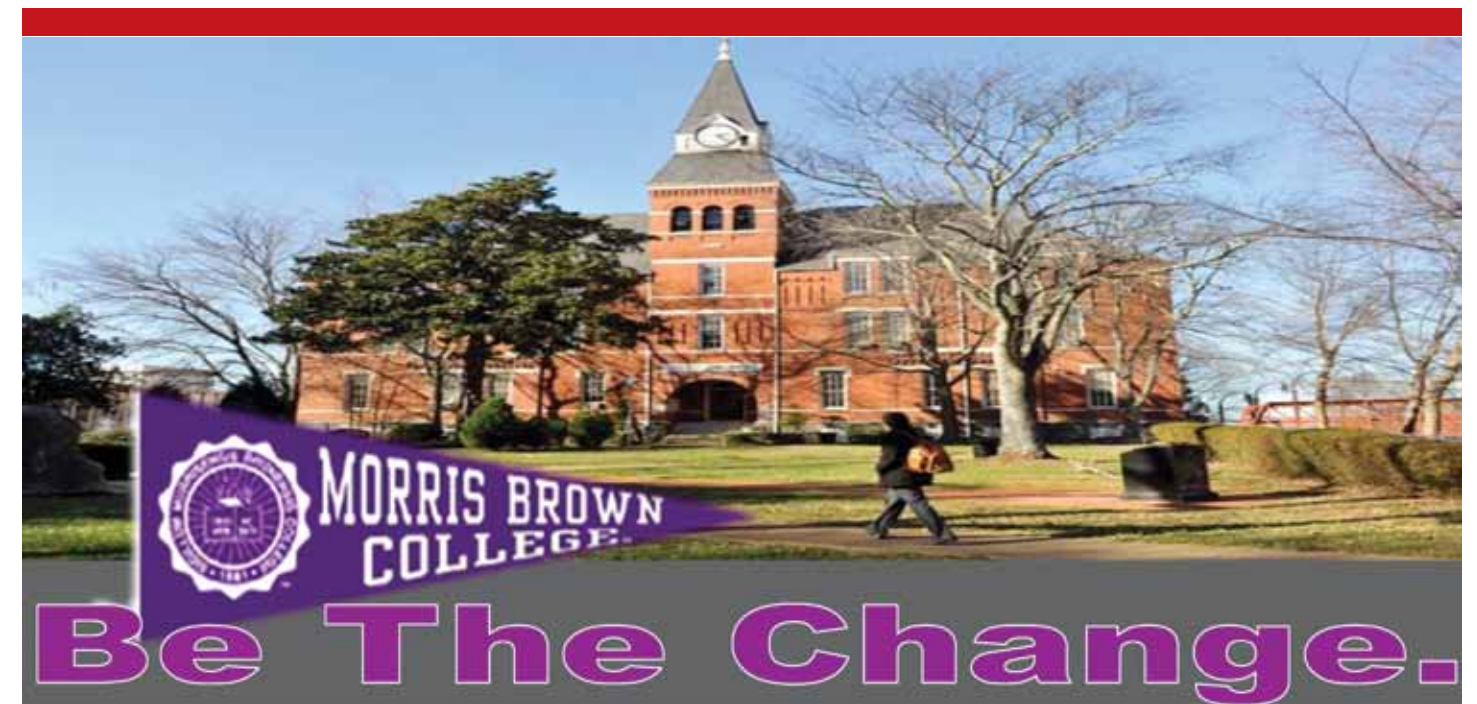
To that end, he and a dedicated faculty and staff have, over the past four years, succeeded in increasing student enrollment, implementing a more relevant academic program which better serves the needs of a diverse student population, securing an arrangement to offer on-line courses to students, and laying the groundwork for the school to regain its accreditation.

Having earned recognition as the DeKalb County, Georgia, School System's first Principal of the Year and leading his high school to be recognized at a National Drug-Free School



and a Georgia School of Excellence, Dr. Pritchett has dedicated himself to making a difference in the lives of others. He believes that as educators, "we...must teach students to discover the opportunities which will enable them to achieve their dreams and aspirations," and this is why he works

tirelessly at Morris Brown College. His efforts recently in providing effective leadership has led to being named to the Who's Who in Education as one of Atlanta's Top Education Leaders, 2010 and as a member of Leadership Atlanta Class of 2011. ■



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The tuition, fees, and other expenses listed on this Web Site represent those that are required of each student who enrolls in Morris Brown College under the categories stated. The costs for books, transportation, and personal expenses are not paid directly to the College and therefore are not listed. However, these costs should be included by the student (or prospective student) in estimating the total costs that might be incurred during a school year.

Student Costs

Tuition and Fees for students living off-campus per semester	\$4,250.00
Housing Fee for students living on-campus per semester	\$2,100.00
Board Fee (Food Service) for students living on campus per semester	\$2,150.00
"Approximate" cost for books per semester	\$400.00

Corporate VP says... Career at Toyota Has Been a 'Good Fit'

tions in the U.S. began to change from a social perspective. It was readily apparent as Toyota going into the mid- to late '70s as increasing opportunities became available for African Americans at the auto dealer in both its manufacturing plants and auto dealerships nationwide.

Colon said the first wave of African Americans ushered into constructive roles at Toyota were involved in a myriad of change. "[These] were the first African Americans entering the corporation in a productive role. That was the first dramatic change" at Toyota, said Colon, who was a part of that charter group, and went on to become a corporate vice president in 2001, 21 years from the day he embraced a career at the Colon automotive giant in 1980.

Colon said his success at Toyota has been a "fairly long story." He has held various roles at Toyota regional offices and at TMS headquarters in Torrance, Calif., including general manager for the Portland Region, general manager for the Chicago Region and vice president of sales and dealer development for the Lexus Division. Most recently, Colon served as vice president of sales for the Toyota Division where he was responsible for sales support for Toyota's regional offices, public companies and private distributors.

"You never know where opportunities will come from," he said. "That's why you must be willing to work hard when serving in a leadership role. You must have vision, a [unique] skill set in terms of leadership, and understand where the company is going."

Today, Colon, 58, serves Toyota gathering and managing information and promotion initiatives for Toyota brand vehicles. He also oversees product and sales training for the same. "This is a new [thrust] at Toyota. It started a year ago," he said. "We need-

ed to strengthen Toyota's message in the area of media."

Uncertainties of Business

Toyota was right on point with the new media thrust to reshape its image after taking a major hit more than a year ago when the company was embroiled in a gas pedal acceleration issue with its vehicles, suffering thousands of auto recalls and a blemish on its record. The company corrected the problem and saw sales bounce back to peak performance, but as Colon already said, unexpected challenges arise in business and matters will not always go according to plan.

That truism was never more clearly seen than when the Japanese Tokugawa earthquake and tsunami---a disaster of historic proportion---struck Japan in April this year---would severely impact Toyota's global outlook. The 9.0 quake, the largest in Japan's history, and fourth largest in history, spawned a massive tidal wave that wreaked unprecedented devastation in Japan

"Who expected a major earthquake and a tsunami?" Colon asked. "The disaster was a very challenging episode to Toyota, and has impacted us from a production standpoint---the supply of auto parts. Many of Toyota's suppliers received major damage from the quake, and we haven't able to [fully] resource those parts. The transition is occurring slowly. Inventory is pretty good in the U.S., but we are adjusting production."

Immediately in the wake's aftermath, Toyota suspended production for a couple of days, Colon said. "Here in the U.S., there were contingency plans, but it's very difficult to plan for something like this."

Before the temblor and tsunami, Toyota was already aggressively working in its manufacturing division creating automobiles that would lessen the

pinch of rising gasoline prices at the pump, which may exceed \$5 per gallon before year's end.

"We have always been at the forefront making sure our customers have a choice of fuel efficient vehicles," Colon said. "Since two-thousand, when gas was \$1.99 a gallon, we've been selling the Toyota Prius Hybrid in the U.S. Our competitors [initially] looked at it as a science experiment. But, the Prius, with an electric motor, gets fifty miles to the gallon. We have sold them for the last 10 years in the U.S., and who needs that more than African American consumers." With that in mind, Colon said Toyota has also instituted a marketing campaign specifically to African Americans.

Toyota has never been slack in the manufacture of gas efficient cars. The automakers popular mid size Camry, noted for its safety record and reliability, is among the best selling cars in America. One of the Camry's major selling points is its street average of twenty miles to the gallon.

Looking ahead to the future in the auto industry, Colon said it's going to be a challenge for all manufacturers. As for Toyota, he said, "There will be more hybrids, more plug-in hybrids operating in the normal mode, and the electric-only mode using electric batteries."

As for his 30-year contribution to Toyota and his legacy, Colon said: "Professionally, I'd like to be remembered for opening doors and making the path a little bit easier for African Americans seeking to ascend the ranks of the automotive industry."

"Personally, my legacy is my two sons. I want them to grow into strong African American men making a positive contribution to our society."

■

FISK UNIVERSITY Hazel R. O'Leary PRESIDENT

The Honorable Hazel R. O'Leary was named the 14th President of Fisk University on August 16, 2004. Founded in 1866, Fisk is Nashville's first university. U.S. News and World Report ranks Fisk as a tier one school among the 1,400 accredited colleges and universities the in the nation. Fisk, a liberal arts institution, is one of six historically black colleges and universities (HBCUs) listed in Forbes Magazine's 2010 edition of "America's Best Colleges." Fisk has been ranked nineteen consecutive years in The Princeton Review's "Best 373 Colleges." Black Enterprise Magazine ranks Fisk as one of the top twenty universities for African-Americans in the nation. The University houses an art collection of over 4,000 pieces in its Carl van Vechten and Aaron Douglas Galleries and includes originals by Aaron Douglas, Picasso, Georgia O'Keefe, Demuth, David Driskell, Winold Reiss, Diego Rivera, Renoir, Jacob Lawrence and many, many others. Fisk students represent 43 states within the U.S. and over 10 countries with alumni such as U.S. Congressman John Lewis and award-winning scholar and poet Nikki Giovanni.

President O'Leary is a former cabinet member, businesswoman, lawyer, and community leader dedicated to practical solutions in education, energy policy, national security, science and technology, economic productivity and sustainable development. Her bold leadership and prudent risk taking has led to action and positive change in each challenge she has undertaken during her professional career.

She was the first Energy Secretary to oppose nuclear testing. Through her leadership in the face of strong criticism from the military-industrial establishment, she broadened the debate on testing within Government, the national laboratory system and the national

ABC television network for her courageous decision to lift the veil of secrecy from decades-old information detailing government sponsored radiation experiments on human subjects. In addition, she was the recipient of the Averell Harriman Award and named as one of 100 fearless women in the United States by *Mirabella* magazine for her principled stand to end nuclear testing and secure nuclear materials globally.

Before accepting the challenge of heading the Department of Energy with 120 thousand employees and an annual budget of nearly \$21 billion, Mrs. O'Leary had proven management skills, garnered through 25 years of experience in energy and environmental policy and large project development.

Mrs. O'Leary currently serves on the Board of Directors of ITC Holdings, Inc., CAMAC Energy Inc., Nashville Business Committee for the Arts, the Nashville Alliance for Public Education, and the Nashville Opera. She is also a member of the Frist Center for the Visual Arts, the Arms Control Association and Les Amis d'Escoffier Society. She previously served on the Board of Directors of the UAL Corporation, the parent company of United Airlines, Scottish Re, Ltd. (a financial services and reinsurance company), and AIChemix, ICF Kaiser International, Inc., an international engineering, construction and consulting company and the AES Company, a global power producer. She has also served on the non-profit boards of the World Wildlife Fund and Morehouse College. ■



security community, and thereby provided the technical basis for President Clinton's decision to end nuclear testing in the United States. That decision led to the agreement on the language of the Comprehensive Test Ban Treaty that was signed by 126 nations at the United Nations in September 1996.

Mrs. O'Leary is the first African-American, the first woman, and the first energy executive to hold the Cabinet post of Energy Secretary. She was named "Person of the Week" by the

Continued from page 16
**Secrets of Following-Up
 After the Interview**

You should also find out from your interviewer who you should follow-up with as it's not always the interviewer.

The purpose of the follow-up letter is to reiterate your interest in the job. This is also helpful to encourage the employer to respond. It is not uncommon to speak to a company representative and send a follow-up letter to drive home key points in the conversation.

Is sending a follow-up letter necessary? No, but it can be a helpful tool in an aggressive job search campaign. Keep in mind that the majority of job seekers tend to have a passive attitude, so staying aggressive and using follow-up letters can help give you the edge.

A follow-up letter is often synonymous with a thank you letter, but it's actually a little different. In the job search process, a follow-up letter is sent to a potential employer after you initially send your resume for review or after you have initially made contact with a company, but prior to the interview. However, for many jobs, the search process can take 3-6 weeks and this is where you can utilize the follow-up letter. By today's standards the follow-up letter can either be in printed form or simple text in the body of an email message.

The follow-up letter should follow the same format and consistency of the cover letter. Your introduction will mention either your initial resume submission or a previous conversation regarding the position. It should include

a few key points that demonstrate your qualifications for the position. Close the letter with an invitation for the interviewer to contact you along with your contact information.

The Ideal Follow-Up Letter

The ideal follow-up letter will be short, concise and to the point, generally with less content than even a cover letter. It's a good idea to send a follow-up letter if you have not heard from the company within 1-2 weeks



interviewer thanking them for the interview and basically reiterating your closing statement, but in a way that you are asking them how they are planning to proceed. Send your email on a Tuesday, Wednesday or Thursday morning around 9:00 AM. By this time, the interviewer has most likely read all their morning email and then your's will pop in right on top. Avoid Mondays because they are hectic and avoid Fridays because they are a common day off.

Calling the interviewer on the phone is probably the best way. Again, time your call on a Tuesday, Wednesday, or Thursday morning around 9:00 AM. Try to avoid leaving voice mail, but do so at your own digression. There is no right or wrong. But if you keep calling and hanging up on the voice mail and that phone has caller-ID, well, it might look like you are a little too enthusiastic.

If they answer the phone, then just say: "Hi Mr. Stevens, this is Josh Parker. I just wanted to follow-up with you on the technical writing position that we spoke about last week. Is this a convenient time you to talk?" You can also say the same thing if you wanted to leave a voice mail, but ask him to call you back at his convenience.

Though somewhat outdated and old fashioned for job interviews, you can always send a printed thank you letter but it's just a thank you and it does not give you the opportunity to follow-up or ask questions. If you are applying to a high technology company, avoid sending a "thank you" via postal mail and use email. ■

after resume submission or contact. In some cases, you may have information regarding the submission/review dates of certain jobs or you may have spoken to a company representative that let you know specific time frames for their job search. (Example: Company states in the job description that they are accepting resumes until May 20th). In these cases, let common sense prevail and wait a few days after the closing dates before you send the follow-up letter.

Email is one of the easiest ways to follow-up with your interviewer, but timing is everything. After a few days, it would be OK to send an email to the

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Where Everybody is Somebody

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Closing The Interview

coming.” It is too late if you wait until the “Thanks for coming” line.

Warning II: Do not conduct your own interview. Avoid keeping the interviewer there another hour. Remember you are just making sure that the employer knows that you were paying attention and listening. You want the employer to know that you are intuitive, inquisitive, and a good listener.

Concern: Now if you had the chance to ask follow-up questions throughout the interview and the interviewer has basically answered all of the questions you had, what do you do? This is where your skills of being all that you can be, responding on your feet, and being a quick thinker come into play.

Walk into the interview with questions. Mark them off as they are answered. You can ask the questions that were not addressed. However, if all have been addressed, then you must think of questions to ask while you are still listening to the interviewer so that you do not ask a question that has already been asked or have nothing to say at the end of the interview. The closing question does not have to be complex in any way. However, it must



have meaning, relevance and quality to it. For example, if I were to start the job next week, what would be the company's first goal they'd want me to achieve?

Your job is to convince the interviewer that you're right for the job. Leave with a good impression.

Closing the Interview Review Tips:

- Take notes
- Never say, “No I do not have any more questions. You have basically covered it all.”
- Avoid getting to relaxed and personal. “Too” being the key word here.
- Do not have more than 2 to 3 short follow-up questions at the end of the

interview when the interviewer asks that famous question.

- If you have three questions, for example, avoid asking them back-to-back. Ask a question, wait for an answer. Ask a question, wait for an answer.

- Make your follow-up questions short and to the point.

- Ask your questions at the end, only if you did not have an opportunity to ask them within the interview.

- Even if you had a chance to ask follow up questions within the interview, you must still have at least one or two questions before the famous closing line – Thanks for coming.

- Avoid appearing as though you are taking control of the interview – SIDE NOTE - you always want to be in control, but do not appear to be taking over – there is a difference. Ask your question, listen for the response, and then move on.

The closing of the interview is as important as the first impression. You want to close strongly. Asking the right questions will validate the strength of your resume. Also before leaving the interview, make sure the employer knows you are still interested in the position and that you can take it to the success level they desire. ■



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Continued from page 18

Prudential Financial Gale Britton

the patience to climb the corporate ladder with slow deliberate steps.

In addition to the mentors in her family, Gale acquired mentors in her company and as well as outside her immediate workplace environment. She exudes a magnetic personality and professionalism that garners support. It is therefore not a surprise that mentors wanted to further her career. For those currently in the workplace she advises that one must ask “what role do I play?” and “what role do I want to play?”

She further advises that one should take on difficult assignments. They are to be viewed as learning experiences and stepping stones to further advancement. Gale asserts that obstacles/opportunities have provided tremendous growth and learning experiences. Sometimes one “learns the

greatest lessons through adversity—you are forced to grow—tap into your abilities and embrace change.” Additionally she states that valuable leadership qualities are trustworthiness, honesty and absolute clarity about the vision for yourself, your department and your company. “Good leaders say thank you both privately and publicly.” Her ideals concerning her employees are also important. Loyalty, course direction, and consideration of careers and personality of your team are vital.

Gale recently took on a new position; this is hot off the presses – Vice President of Diversity and Inclusion for Agency Distribution. In this capacity she develops, communicates and coordinates the diversity and inclusion strategy. This role will assist the Leadership team in developing an inclusive workplace that reflects the diversity of our country and the communities we serve. This position supports the firms overall vision around diversity and inclusion. As the Chairman and CEO, John Strangfeld, has stated “our orga-

nization makes diversity and inclusion a priority and our way of doing business.” Gale hopes that all of her work helps to drive and cultivate the vision and goals of her firm.

Gale is affiliated with the Coalition of 100 Black Women, Association of Latina Professionals in Finance and Accounting. She is a board member of trustees with Partners for Women in Justice; Partners provides pro bono attorneys and other support to women that are victims of domestic violence. She is also active on the board of Wynona's House that provides resources for child victims of assault in connection with the prosecutor's office.

Gale Britton is a valuable, productive and innovative example of principles, stamina and innovation and is worthy of profuse accolades. It is clear that Prudential has chosen one of the best and brightest professionals to further their future vision and goals. ■



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A Resume Checklist

them as such under each position for easier reading.

9. Check for quantifying information.

When reviewing your sentences, ask yourself, “Did I include how many, how much, how often, how big, how fast, how well and so on?” If not, go edit your sentences to include more specific, concrete information.

10. Verify that “CAR” and benefit info is included.

Do your achievements include the Challenge you faced, the Action you

took and the Result? Be sure you show how well you performed these functions and always include the benefit(s) to the company.

11. Vary bullet line length.

Try for a good mix of line lengths. Bullets are effective when they are a combination of one, two and three typed lines. Because it is important to show not only what you did, but also how well you did it and what the benefits were to the company, information should be concise without sacrificing content or meaning. In this way, you will have an action-packed, achievement-oriented resume that is tightly and concisely written.

12. Check grammar, punctuation and spelling.

Spell-check your document in your word-processing program. Proofread several times. Be consistent in your use of capitalization and hyphenation. Be sure you have used correct grammar and punctuation. If this is not one of your fortes (and it isn’t for many people), give your completed resume to someone you trust to proofread it for you.

Add more descriptive adjectives or adverbs where applicable. Check to see whether you can infuse any additional descriptors that show how well you performed your job functions. ■

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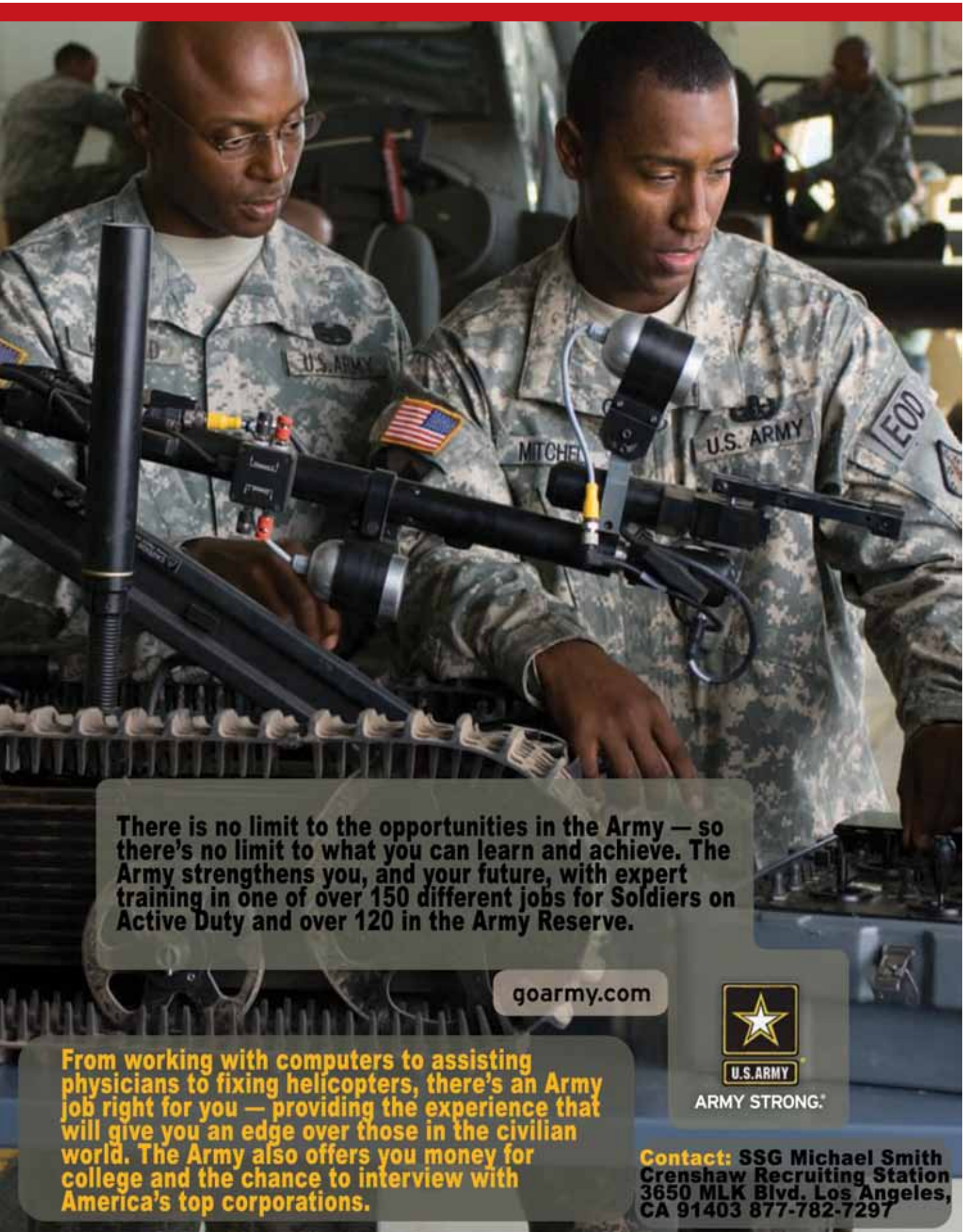
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Continued from page 31
Mark Ridley-Thomas

He taught high school before crossing over to advocacy as executive director of the Southern Christian Leadership Conference of Greater Los Angeles, where for a decade he worked on issues such as school desegregation, police misconduct, domestic violence, violence against women, dispute resolution, and educational programs for parents.

During his involvement in the Theology in the Americas in the '80s — an international progressive multiracial and religious movement — he met philosopher, author and activist Cornel West. That meeting would launch a 30-year friendship.

Ridley-Thomas never aspired to be an elected official, but felt the calling

and has served on the local, state and county levels. From 1991 to 2002, he was a Los Angeles City Council member. From 2002 to 2006, he served on the California State Assembly representing the 48th district, then joined the California State Senate representing the 26th district until 2008. That year he became the first African American man on the L.A. County Board of Supervisors. His 2nd district, with more than 2 million residents, includes the USC area.

In his satellite office near USC hangs a framed photo of Ridley-Thomas, West and talk show host and author Tavis Smiley with an inscription, "Three Pillars of Empowerment."

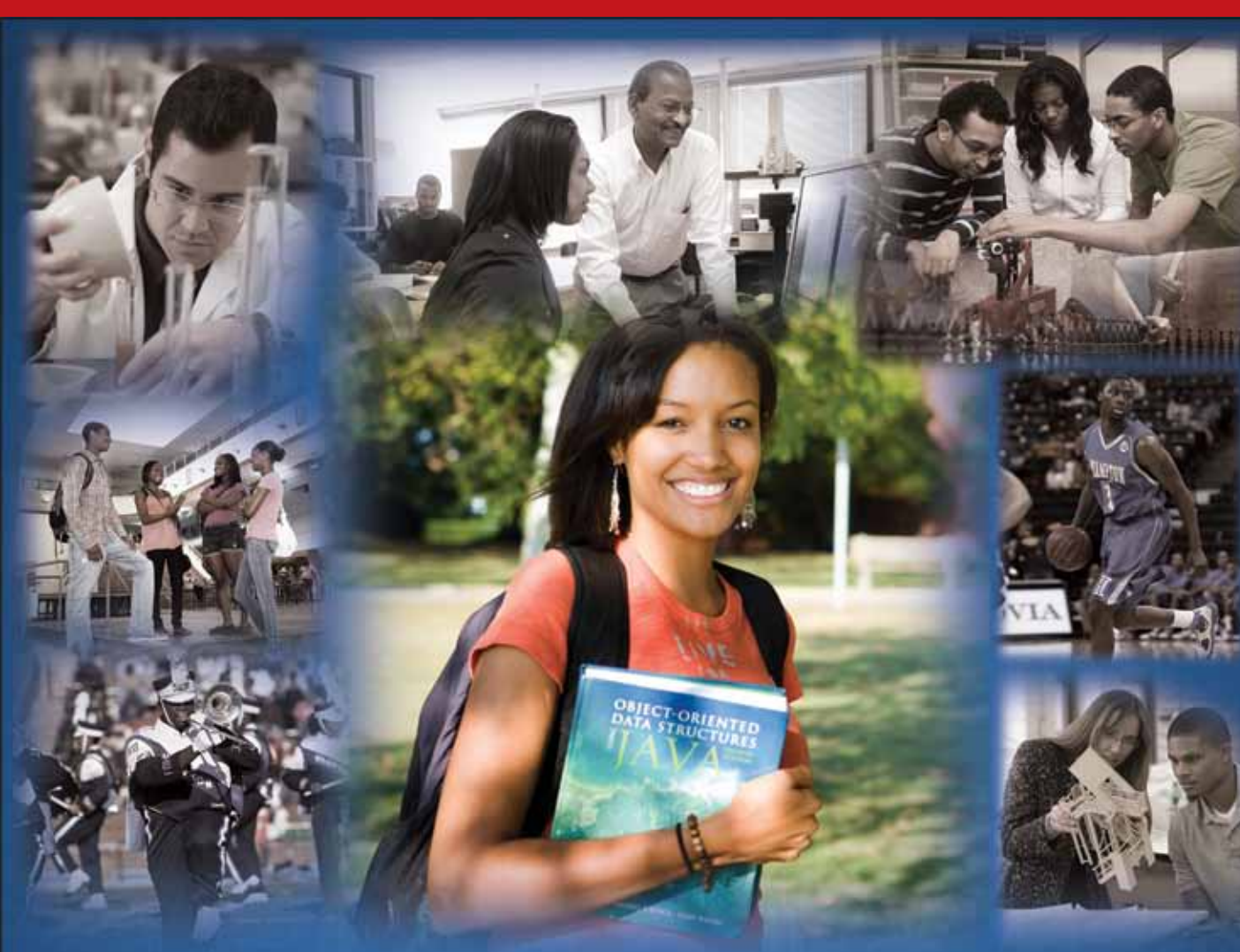
As an elected official, one of his greatest achievements has been establishing the Empowerment Congress, which promotes civic engage-

ment among neighborhood groups, residents, nonprofits, businesses, religious groups and community leaders. In its annual Empowerment Congress Summit hosted by USC in 2011, President C. L. Max Nikias spoke to the more than 1,200 attendees. The partnership — which celebrates its 20th anniversary in 2012 — was the precursor to the Neighborhood Council Movement and is a model for local elected officials nationwide.

When asked whether he would consider serving in Washington, D.C., he paused before answering: "I have no prediction or projection as to where my journey is going to take me, said Ridley-Thomas, who has two adult sons with wife Avis. "I just always think it is appropriate to be prepared." ■

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MOREHOUSE COLLEGE

Dr. Robert Michael Franklin

Economic Studies, Character Education Partnership, Congress of National Black Churches, Public Broadcasting of Atlanta, Atlanta Interfaith Broadcasting, Demos: A Network for Ideas and Action, Faith Trust Institute (formerly the Center for the Prevention of Sexual and Domestic Violence) and the Fund for Theological Education. He is the past chairman of the board of the Re-

gional Council of Churches of Atlanta. In 2000, Mayor Bill Campbell appointed him co-chair of Atlanta 2000, the city's official coordinating committee for Y2K activities and celebrations.

A seasoned traveler, Franklin has studied seven languages and visited Africa, Asia, Europe, the Middle East, and the Caribbean. He is the recipient of a Ford Foundation grant to examine religion in public life in Asia and produced NPR commentaries based on this research. Since 2003, he has

served as a consultant for the Annie E. Casey Foundation.

Franklin is married to Dr. Cheryl Goffney Franklin, an OB-GYN physician who holds degrees from Stanford University, Columbia University School of Public Health and Harvard Medical School. He is the father of three children: Imani Renee Franklin; Robert M. Franklin III and Julian Michael De-Shazier, a 2005 Morehouse graduate.

■

Continued from page 14
Workplace Drama

but smart. Do not let your pride get in the way of turning the other cheek or refocusing. You are trying to keep your reputation intact and a paycheck coming in the mail.

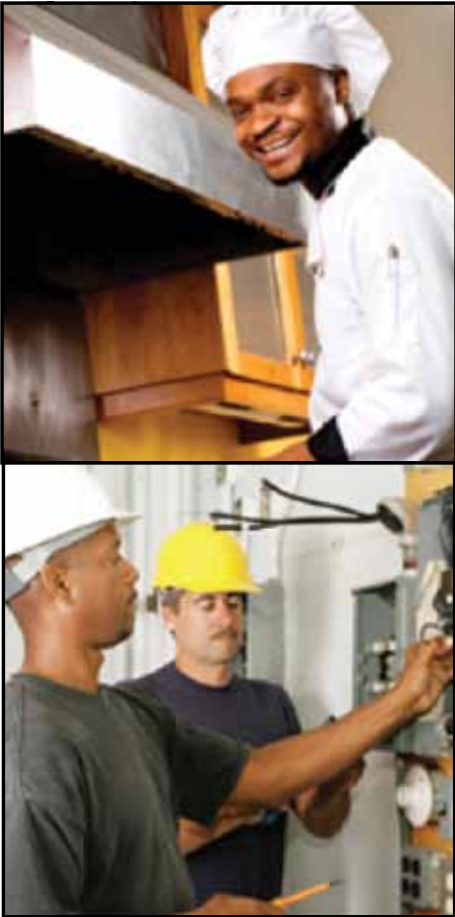
- Let people say what they want to say, but document any written com-

ments that might be negative towards you if you are the target. Never confront the drama person who is stirring the pot, instead keep your distance, work professionally, and, if necessary, bring it to the boss's attention. Reassure the boss that you are here to do a job and that you are focused on achieving the company goals.

Since a "Drama King and Queen"

are on every job, it is best to know how to deal with the person. However, if you fit this shoe, get it together. Leave the drama out of the workplace; use that energy to better yourself and to get ahead on the job.

Now go and make it a great day. ■



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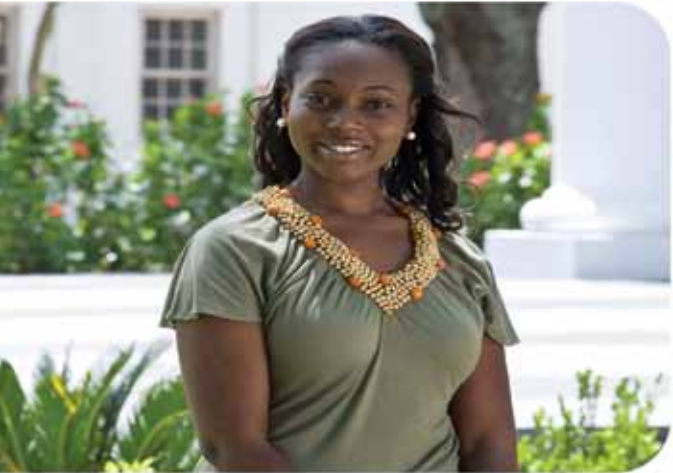
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